IN THE STARS

By Amani

Happy Taurus Birthday Taurus

TAURUS (April 21-May 21)

It's your time to shine! The Sun is transiting your sign until the 21st, bringing you increased charm and vitality. Pursue goals or favorite projects on the 3rd, 4th, 9th (full moon), and 19th. Mercury, the planet of originality and communication transits your sign, increasing your ability to make others see your point of view.

On the 21st the Sun in your 2nd house illuminates financial interests, and paves the way for increased prosperity through job advancement or new ventures. This is the time to seek a raise, shop or invest.

GEMINI (May 22-June 21)

Finish up lingering projects. A lot can be accomplished for the future by tying up loose ends from the past tuck with money on the 3rd, 8th, 11th, 18th, 22d invitaions pour in, along with glamourous events. Romantic in 12th and 16th.

CANCE

Friends, group activ Sun is in your 11th 5th and 6th, when your ble on the 9th Creative n highlighted on the 4th.

Career ambitions a ts to achieve succe s your sign. A sur highlighted as the Sun to notice and help advance your career on t and 19th. A family friend may be the in rument for good fortune. A dream job may become a reality on the 5th or

VIRGO (August 24-September 23)

Spiritual matters, short trips and neighborhood activities are in the picture as the Sun transits your 9th house. Now is the time to plan for summer travel to a distant location. Catch up on correspondence, and make sure to listen to the opinions of others. Turn your attention to career or business matters after the 21st.

LIBRA (September 24-October 23)

Joint property and finances are in the spotlight. You'll have little time for socializing during this period. A cooperative partner is one of your best assests at this time. Real Estate matters could lead to profits on the 9th. Increased communications and financial creativity are brought about by a Mercury transit.

SCORPIO (October 24-November 22)

Expanding financial horizons are in the picture. Be alert for possibility of business expansion, new career directions or money-making ventures. Your innate charisma and dynamic insight are highlighted. You can achieve recognition or accomplishing goals on the 4th, 9th, 13th, 14th 19th and 27th. Make plans now for vacation travel. Education matters also

SAGITTARIUS (November 23 to December 21)

Health matters, diet, parents, pets, and working conditions with co-workers are spotlighted. You achieve prominence on the work scene, possibility of a new job on the 3rd, 4th, 9th, 16th and 19th. Increased communications and creativity likely now. The pace increases after the 21st, when relationships-business and personal are highlighted.

mber 22-January 2

focusing on love, recrea-

y and family affairs are in the forefront. Community concerns, senior citizen and parental interaction are featured. All these matters are favorably accented on the 3rd, 4th, 9th, 16th, and 19th. On the 5th and 6th, a home ownership dream could come true. Any moves made during this time will be upwardly mobile. Go within to solve a dilemma. You'll find untapped inner strength and resources.

PISCES (February 20-March 20)

Mental stimulation, writing, relatives, neighbors, meetings and conferences are in the picture. Week-end or daytrips are also a possibility. Listen to, others, as well as you communicate your concerns to them. Good days for such activities are the 1st, 3rd, 6th, 10th, 11th, 13th and 18th. Good news could arrive at this time. Focus shifts to home and property matters after the 21st.

ARIES (March 21-April 20)

Financial investments and economic gain are in the forecast. This brings profitable ideas, so sit down and think things out. Remain calm in dealing with others and face any present problems with courage and conviction. Good days for money making ventures, the 1st, 3rd, 6th, 10th, 11th, 13th and 18th. After the 21st, communications will be stressed. Short travel

... The Woman and The Automobile

Continued from Page 5

and they are obviously looking at luxury cars.

"In the last three years, industry - wide sales of luxury cars to women have grown at a rate of 10 percent each year."

Saab is not the only company benefitting from this new found purchasing power among women. According to BMW spokesperson Nancy Mahmarian, females buyers accounted for 30 percent of all BMW's sold in the U.S. at the end of the 1989 model year.

Print advertisements showing the interior of the car are utilized since studies have shown this appeals to women."

Rolls - Royce, although positioned in the upper stratosphere in terms of price and prestige, still has 10 percent of its vehicles sales going to women. Women, it seems, have indeed arrived as far as the auto industry is concerned.

Still, the bulk of women car buyers continues to purchase vehicles that are affordable, durable, dependable and versatile.

For example, the Honda Accord is currently the number one vehicle bought by women, followed closely by Ford Escort — redesigned for 1991 — in the number two slot and Chevy's Cavalier at number three.

At Buick, the now discontinued Skyhawk was the best choice of female shoppers. However in terms of top sellers in a given car company, Toyota's Tercel takes honors as having the highest percentage of its production acquired by women at a whopping 68 percent.

Toyota is also unique in that it is the only manufacturer with pick - up truck advertisements aimed directly at women. Overall, 55 percent of Toyotas produced are purchased by female buyers, more than any other manufacturer.

Two new cars to hit the market in 1990 are the Eagle Talon and the Mitsubishi Eclipse sport coupes. Both are built at the Diamond Star Motors Corporation - a joint venture of Chrysler and Mitsubishi — manufacturing facility in Normal,

Sales figures on these models indicate there is equal enthusiasm for Eagle and Eclipse by women and men.

Additionally, Buick's handcrafted 1990 Reatta convertible luxury sports car promises to be a real favorite with women who reward themselves for a job well done.

The woman of the 90s, as is oft repeated, obviously knows what she wants and knows where she's going in no uncertain

"With the hectic and sometimes fast - paced lifestyle I lead, I like a car that is not only practical, but a recognizable extension of my work and tastes," said Monica Morgan, a noted Detroit - based photojournalist.

"This would be a car with all of today's luxuries, but at the same time, affordable."

Her choice of car? The Chrysler LeBaron convertible. In view of the significant contributions by women to the development and success of the automobile - from Berta Benz to Ford race car driver Lynn St. James — it is perhaps

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a paradox in the extreme they are considered a minority.

* Results of field survey conducted by Maritz Marketing Research, Inc.

1988 Model Year Car Sales To Women

	Sales To	Total	Percent Sold
Car Line	Women	Sales	To Women
Ford Escort	203,600	381,300	53.4%
Honda Accord	169,600	364,700	46.5%
Chevrolet Cavalier	157,500	301,800	52.2%
Ford Taurus	156,500	367,300	42.6%
Hyundia Excel	155,300	274,900	56.5%

Above sales data available through Ward's Auto Report and Automotive News. Percentage data by Maritz Marketing Research, Inc.

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