



## Lights! Camera! Action!

*By Susan Abbott Gidel  
July 16, 2014*

*(All times Eastern)*

Get ready for some fun! Big, good-guy planet Jupiter entered the zodiac sign of Leo today at 6:30 am and is ready to aim its bullish spotlight on a whole new set of stock sectors.

Gone are yesterday's favorites related to home, food and security when Jupiter was in Cancer. Here to stay for the next 13 months are the stocks and stock sectors that are Leo-ruled—like gambling, gold, amusements and high-end retail. If it's fun, pricy or attention-grabbing, Leo likes it. And when Jupiter is in Leo, chances are we're all going to like it too, demand more of it and send prices higher.

Jupiter is the larger than all of our galaxy's planets put together, and so its influence on us is characterized as one of overabundance and excess in anything it touches. Leo is the sign ruled by the Sun, so it's easy to see why it favors things that are gold, powerful or bright and shiny.

### **Jupiter is saying hello to these sectors:**

- Entertainment (amusement parks, games, gambling, hobbies, children)
- Speculation (gambling, trading, exchanges and brokerage firms)
- Luxury (gold, jewelry, high-end retail, exotic vacations)

Companies that were incorporated with the Sun in Leo may also get a bullish boost over the next 13 months. In the DJIA, these include **Disney (DIS)** and **ExxonMobil (XOM)**. Some other recognizable names include:

- Alcoa (AA)
- Bank of America (BAC)
- Coach (COH)
- Lowe's (LOW)
- Tivo (TIVO)
- Tiffany (TIF)
- Whole Foods (WFM)

## Go, gold

The gold market may get a boost from Jupiter because Leo rules gold. However, in commodity markets, Jupiter's influence also can be one of overabundance of the commodity itself, i.e., increased supply, thus price bearishness. Still, history favors the bulls.

Here's how nearby gold futures performed the last three times Jupiter was in Leo:

- September 1978-September 1979—up 90%, to \$400 from \$210 per oz. (on its way to \$800 in January 1980)
- August 1990-September 1991—down 8%, to \$354 from \$385
- August 2002-August 2003—up 27%, to \$378 from \$298

Those same percentage moves from current levels near \$1300 mean gold could drop to about \$1200 (down 8%) or rally to just under \$2400 (up 90%) by next August.

## Slow down, silver

Interestingly, silver might not tag along if gold climbs higher. That precious metal is ruled by the Moon, which rules the sign of Cancer that Jupiter is leaving behind. However, last year, nearby silver rallied nearly \$7 per oz., or 38%, in the first two months Jupiter was in Cancer. Prices bottomed at \$18.17 two days after Jupiter entered Cancer, then rallied to a high of \$25.12 within 60 days.



Source: Barchart.com

## **Jupiter is saying goodbye to these sectors and stocks:**

- Food (bakeries, gardening)
- Homes (home building, real estate, kitchens, homey hotels, assisted living)
- Water (boats, houseboats)

And these stocks, including six of the 30 Dow Jones Industrials:

*DJIA*

Boeing (BA)

Goldman Sachs (GS)

Home Depot (HD)

3M (MMM)

Merck (MRK)

United Technologies (UTX)

*Other companies with Sun in Cancer:*

Ford Motor Co. (F)

J.D.S. Uniphase (JDSU)

Kimberly-Clark (KMB)

Under Armour (UA)

*All information in this newsletter is merely the personal opinion of the author and is not to be construed as financial advice, nor relied upon as such. Please contact your broker or financial advisor for trading and investment advice. Past results are not necessarily indicative of future market behavior.*

© Copyright 2014 SusanGSays LLC