In 1979 a French researcher, Michel Gauquelin, took out an advertisement in a Paris newspaper offering free personalized dog horoscopes. There were two cent replied that their readings were very An amazing 94 per things the researcher did not mention to the respondents, however. Secondly, the reading that they received was one prepared with the time and date of birth of a French doctor called Michel Petiot, who was convicted of multiple murders during the Second World WarFirstly, all 150 people, regardless of their actual birthdates, received the same reading, word for word.