

IN THIS ISSUE



January 1970

VOL. 24, NO. 1

THE MONTHS AHEAD

A trillion-dollar economy coming this year . . . taxes going up in 34 states . . . dealers now have performance data on new cars . . . expect a big push on payroll deductions for mutual funds. New items include a carpet you can plug into.

3

THE NEW DECADE—CHANGES TO COME IN THE 70'S

Pictures and words to show you what life will be like in the next ten years. These predictions are mostly about people . . . their ages, where they'll live, the kind of jobs they'll have, how much they'll make and how they'll spend it.

6

A BUYER'S GUIDE TO TIRES

Back in 1964 Changing Times said the tire world had become "a buyer's jungle." It's even worse today—and still there are no industry-wide grading standards. Before you shop, collect all the facts you can about new designs & materials.

11

YOUR FORM 1040 IS DIFFERENT NOW

It's printed on one side only. All taxpayers will use it, regardless of income. Many people will have to add one or more of the special forms listed here.

17

READERS SOUND OFF ABOUT HOME APPLIANCES

Comments in response to the panel discussion by a group of home economists.

19

THE HOW & WHY OF TAKING OVER A MORTGAGE

If you're a buyer, you may get a bargain; if you're a seller, you may get a quick sale and a good price. For both of you, there are pitfalls to avoid. On page 23: rates and terms on new and old houses in 18 metropolitan areas.

21

WHEN THE ICE IS THICK, GO FISHING!

You don't have to buy a lot of extra equipment for this growing winter sport.

24

ONE FAMILY'S SPENDING: THE FIRST TEN YEARS

Not many people keep as meticulous records as this family. They know exactly where every dollar goes. See how their system works for them and their reasons for thinking it's well worth the trouble. Who knows, you may want to try it.

25

NEWS BEHIND THE ADS

Items of information and entertainment from the fascinating world of advertising.

31

WHAT HOPE FOR ASTHMATICS?

Nearly 6,000,000 Americans have asthma, and each year it takes some 4,500 lives. There's no single cure, but new ways of fighting the disease are being found.

33

YOUR QUESTIONS ANSWERED

Replies to queries from readers . . . things you too may have wondered about.

36

INVESTMENT FUNDS THAT SPECIALIZE

Some concentrate on an industry, say insurance; others stick to companies in certain countries or to certain types of securities, say bonds. (The list gives examples.) Are specialized funds a good idea for the ordinary investor?

37

A LITTLE SCIENTIST IS A DANGEROUS THING

And if you don't believe it, try helping a kid with a science fair project.

40

PAPERBACK BOOKSHELF

Good reading at low cost. Browse through the list for ones that interest you.

43

THOSE FANCY-NAME SAVINGS ACCOUNTS

There are only two basic types of savings accounts, and how much your savings earn has little to do with the name of the account, no matter who offers it.

45



THE KIPLINGER SERVICE FOR FAMILIES

January 1970

A buyer's guide to tires

The new decade—changes to come in the 70's

 **Investment funds that specialize**

One family's spending: the first ten years

Your Form 1040 is different now

The how & why of taking over a mortgage

Those fancy-name savings accounts