

JOHN E. RYERSON,
 R. DALE R. TAFT,
 YELVERTON
 CLAIRE A. SULLIVAN
 ALLEN ROBERTS
 Staff
 NANCY V. DICKSON,
 CATHERINE NORTON,
 BARA W. CALLAHAN,
 DOWELL
 Assistants
 BARBARA B. BUSICK,
 ROSE, EMILIE MAYER
 Director
 O. NOE
 EDWARD F. DOOLING
 CHARLES G. MATTHEW
 ARTHUR

No postage stamp necessary if mailed in the United States

BUSINESS REPLY MAIL

FIRST CLASS
 PERMIT NO. 250
 Editors Park, N.

	10
<i>Engineers keep track of "degree days" to figure how much fuel a furnace needs.</i>	
IT'S FOOTBALL TIME AGAIN, GIRLS	11
<i>Instead of groaning, why not bone up on the fundamentals and enjoy the games?</i>	
WHAT THE LITTLE LETTERS IN THE STOCK QUOTES MEAN	14
<i>Don't ignore them. They give you important dope about the company's stock.</i>	
NURSING HOMES—HOW TO PICK A GOOD ONE	15
<i>They're getting better, but you still have to do some thorough investigating. Here's what to look for, what questions to ask, what you can expect to pay.</i>	
RUN A MEETING THAT GETS THINGS DONE	19
<i>It doesn't have to be boring or waste time or irritate half the people there.</i>	
FACTS ON 54 SOAPS, SOAKS & DETERGENTS	21
<i>A guide to help you buy the right ones for the various kinds of washing you do.</i>	
A CARTOONIST SHOPS FOR COLOR TV	24
WHERE SHOULD YOU KEEP YOUR RAINY-DAY MONEY?	25
<i>You want a place that offers safety . . . liquidity . . . good earnings . . . convenience. Compare commercial & mutual savings banks, S & L's, credit unions, savings bonds.</i>	
YOUR QUESTIONS ANSWERED	30
<i>Replies to queries from readers . . . things you too may have wondered about.</i>	
FALL'S THE SEASON FOR SPRING BULBS	31
<i>If you want flowers next spring, consider these new varieties and old favorites.</i>	
PAPERBACK BOOKSHELF	33
<i>Good reading at low cost. Browse through the list and see what interests you.</i>	
A SPORTS CAR IS REALLY SOMETHING ELSE!	35
<i>It's for fun, not for hauling people or things. You have to love it to like it.</i>	
THE LOWDOWN ON THOSE COLLEGE ENTRANCE TESTS	37
<i>Scores on the SAT and ACT help a college decide whether to take you. High school juniors should find out now what the tests are like, which to take.</i>	
NEWS BEHIND THE ADS	41
<i>Items of information & entertainment from the fascinating world of advertising.</i>	
THERE'LL NEVER BE ENOUGH SECRETARIES	43
<i>Especially good ones. Prospects are bright for interesting, well-paid jobs.</i>	
SIZE UP YOUR MAN IN WASHINGTON	45
<i>Just how effective are your two senators and your representative in Congress? You can round up information on their performance without too much trouble.</i>	





THE KIPLINGER SERVICE FOR FAMILIES

September 1969

WHEN THE COMPUTER FOULS UP YOUR CHARGE ACCOUNT

Where should
you keep your
rainy-day money?

Nursing homes—
how to pick
a good one

The lowdown
on those college
entrance tests

It's football time
again, girls

A sports car
is really
something else!

Facts on
54 soaps, soaks
& detergents

