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The GOLDEN SIXTIES: 1960-1970

**More Income and Financial Independence for You
From Your Home—Your Investments—Your Family Planning
Your Job—Your Business**

As a dramatic demonstration of the tremendous boost these tax-wise plans can give your income and financial security in the boom years ahead, the world-famous J. K. Lasser Institute has arranged to send you free one of the most remarkable money-making guides in history. As you stand on the threshold of what promises to be the greatest decade of boom we have ever seen, THE GOLDEN SIXTIES puts at your fingertips the major tax-wise ways of building a fortune and assuring your lifetime security in this period.

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1960 "GOLDEN YEAR" EDITION OF THE J. K. LASSER YOUR INCOME TAX**

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The Wall Street Journal reports that the Internal Revenue Service is compiling a "Master File of every taxpayer from the day he first comes on the rolls until the day he dies." Increased use of machine processing is already beginning to make possible more intensive checking and follow up of individual tax returns. Now is the moment to check the new 1960 YOUR INCOME TAX not only to make certain you are taking all your deductions in the right way, but also to assure yourself of the biggest savings in the years ahead.

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1. Your gift copy of the new Lasser guide, **HOW TO PREPARE NOW FOR TAX-SAVING OPPORTUNITIES IN THE GOLDEN SIXTIES**.
2. Also free, the valuable booklet of all personal tax forms completely filled in line by line.
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B. L. Martin
for SIMON & SCHUSTER



How to Use This Unique Guide to Building Your Fortune in the Boom Decade Ahead

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- 2 **INVESTMENT PLANNING:** Getting the top after-tax return — different types of tax-wise investments, including bonds, U.S. and Canadian mutual funds, convertibles, stock dividend companies, real estate, special savings plan that defer income reporting, etc.
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- 4 **PLANNING IN YOUR BUSINESS:** Best ways of doing business — using tax-deductible dollars to build capital values — using a business to establish your family's security — tax-wise methods for professional men, etc.

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