

What everybody ought to know . . . About This Stock And Bond Business

Some plain talk about a simple business that often sounds complicated.

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A little while ago we were talking the stock and bond business with a well-informed national magazine... Why We Are Publishing This Information... What Are Stocks?...

is largely determined by one factor - earnings. That includes what the owner has earned (his past record), his expected earnings (his present state of health), and what his growth rate (his prospect for the future) will be.

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