

How do I read the commercial columns of a daily newspaper?" was the title of a widely read book that ran through many editions. The question itself attracts attention recalling as it does to the mind of the average reader of daily papers many a sin of omission. It reminds one too, of many people otherwise deeply interested in the world's happenings who with marked regularity pass over the commercial columns of their paper assuming that where rows of figures appear, and the state of the market and news of the stock exchange form the main theme, the paper has ceased to be intelligible. And frequently enough

