"And I always thought the accounting department were such squares."
CLINTON A. PETERSEN, CHAIRMAN

DONALD B. ROTFORT

HORACE R. GIVENS
Capital Spending Plans for 1970 To 7.8% Above '69, Gov't Economists Say

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—Businesses have trimmed their 1970 capital-spending plans to a less ambitious 7.8% rise from last year, the latest Government survey shows.

This projected increase is in line with the 8% rise forecast by the President's Council of Economic Advisers last October. But Government economists think even the latest projection may be too high.

According to the joint quarterly survey by the Commerce Department and the Securities and Exchange Commission, businessmen currently plan to invest $81.48 billion in new plant and equipment this year. This projection reflects a substantial scaling back from the findings of the comparable Government survey three months ago, which estimated a 10.6% increase in capital spending this year. But the March estimate was erroneously high because quarterly revenue for the fourth quarter was not included. A year ago, businesses spent more in the fourth quarter than in the first three quarters.

The survey also shows that business spending has been strong in the first half of this year. The peak quarter for spending, the third quarter, is expected to take place in the second half, when growth in economic activity will pick up.

Also, the survey indicates that manufacturing is on a recovery track after the sharp drop in the second half of last year. While that drop was severe, manufacturing spending in the second quarter was stronger than had been expected. But manufacturing spending is still not expected to be as strong as the peaks of the past, and demand will be modest in the second half.
'70 Have Eased FRANK C. GENOVESE

Outlays only inched up to a $78.22 billion rate from a $77.84 pace in the first quarter and said, "This might be the peak of the year."

Prying Figure Cut The pace of capital spending currently is projected to an $80.66 billion rate this quarter, up from $80.23 billion in the third period, giving to an $85.12 billion rate in the fourth quarter. Thus the anticipated second

officials found encouragement in the rise, to $32.85 billion, forecast for capital outlays this year. This comes a 9.9% rise anticipated in March, due to an 11.7% increase last year. "The

JOSPEH ALEXANDER, CHAIRMAN
Financing Business

Taft to Borrow $15 Million
To Finance Amusement Park
CINCINNATI—Taft Broadcasting Co. said it is arranged to borrow $15 million from a group of institutional investors to finance construction of a previously announced amusement park and leisure complex at Kings Mill, near this city.

The private loan bears interest at 7 3/4% for a 30-year period. Proceeds will be reserved by Taft in three installments at six-month intervals beginning next January. As the money is advanced, the lenders will receive warrants to purchase Taft common stock at $50 a share. The warrants close at 328 yesterday in New York Stock Exchange trading.

A total of 200,000 shares will be issued to cover the warrants, which can be exercised until July 2, 1986, officials said. There are about 3.7 million shares currently outstanding.

Taft, which has interests in radio and television stations, didn't identify the institutional lenders.

The planned amusement facility is budgeted at $20 million, of which the remaining $5 million of needed financing is expected to be generated internally, the officials said. Construction will begin later this month, with completion scheduled for early 1975.

Tampa Electric Markets
$15 Million Preferred Issue

NEW YORK—Tampa Electric Co. marketed a $100 million ($15 million) offering of 100,000 shares of common stock, each with warrants to purchase an additional 200,000 shares of common stock.

Proceeds will be used to redeem outstanding preferred shares, which are redeemable at prices ranging from $50 to $100, and for construction of a new generating plant.

Two Underwriting Groups Submit Identical Top Bids

NEW YORK—In one of the larger underwritings in the annals of financing, two of the three underwriting groups submitted identical top bids for a $12 million offering of American Natural Gas Co. common stock.

In the competitive sale to the groups, one of the two first-tranche bidders, led by Robert A. Taft, was the high bidder, with a $12 million offer. The second bid, also $12 million, was submitted by a New York underwriti

There are some 10.7 million common shares outstanding.

Piedmont Natural Gas Sold Out

NEW YORK—A $100 million (14 million) offering of Piedmont Natural Gas Co. common stock quickly sold out at $17 a share upon reaching the market through underwriters led by White Weld & Co.

Proceeds will be used to increase the utility's construction programs, to finance its expansion of service in the Midwest and the South, and to reduce debt.

Beneficial Registers Offer

NEW YORK—Beneficial Corp., formerly Beneficial Finance Co., said it registered with the Securities and Exchange Commission 10 million shares of its common stock for an underwriting to be managed by Lehman Brothers.

The issue consists of 10 million shares of common stock with a par value of $1 each, to be sold at a discount from the market price, according to the underwriting agreement.

The underwriting agreement will expire on August 10, 1974, and is subject to certain conditions, including a 90-day shelf registration statement.

Another group of top bids was led by First National City Bank, followed by a $12 million offer by a New York underwriting group. The third bid was $12 million.
ON BEING A MANAGER

By VANCE PACKARD  the best-selling auth-

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EVEN SO, I had grounds for dreaming. I have never met a payroll,

allowances; but for that matter, most executives of sizable corpo-

And I do have some of the surface characteristics that might give me

reach a position where I would have rank after rank of respectful sub-

bidding.

One authority I encountered, John Hite, director of The Instinct

& Johnson, stressed that "one must be a bit half-savaged to be a good

known as having a tolerance for ambiguity. Certainly, many people

fully qualified in this respect. Many men, especially scientists and en-

executive jobs simply because they don't have this tolerance. It pain-

action when they don't have all the facts. An executive often can't wa-

all the facts. His responsibilities at times is bound to expand further

"It's from my father writing from the college where he teaches, asking for money."
Money buys everything.
They don't know what they're playing, they've no way of knowing what the game is, still they carry on doing what they can.