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Convention Number

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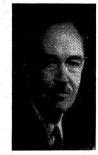
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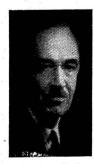
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# Presidential Greetings

The final curtain has just descended on the National Security Traders Association's 1954 convention. Not only was it a great and successful convention from



the standpoint of program arrangement and outstanding speakers, but from the basic standpoint to which our Association is dedicated, namely to foster better relationship by the benefit of personal acquaintance between our members whose homes are scattered from coast to coast across this great nation.

With the closing of this our 21st Annual Convention lies another thought and one of great significance, our fine Association has reached its majority,

its 21st birthday. Our membership now totals well over 4,000 with a total of 32 Affiliates. We as members of this Association are proud of this remarkable record of growth and give our heartfelt thanks to all our past officers and members who, through their noble efforts, have been successful in giving this Association the position in our Industry it enjoys today. This Convention had the largest attendance in the history of our Association. To all, who gave so freely of their time, thought and labor, may we extend our deepest appreciation.

May we once again thank our good friend, The Commercial and Financial Chronicle, for their excellent coverage of our Convention, not only in this Convention Issue, but also the pre-convention publicity which, without a doubt, contributed much to

Our Philadelphia Affiliate did a wonderful job in entertaining us while at Atlantic City. STANY, too, were most gracious hosts for those who continued on to New York after the Convention.

Myself, my fellow Officers and members of the Executive Council pledge ourselves to the service of this Association during the coming year; this pledge, together with the suggestions and continued cooperation of all members, gives us the assurance the coming year will be one of significance for our Association and of benefit to our profession.

Sincerely,

JOHN W. BUNN, President

National Security Traders Association

### ALL OUR THANKS TO

By HAROLD B. SMITH, Chairman, NSTA Advertising Committee

GREETINGS:

Many will remember 1954 for several reasons. Not only was our Convention held at Atlantic City after an interval of 17 years, but the number in attendance at the Claridge Hotel reached a new peak. Then, too, your National Advertising Committee is



placing before you the second largest Convention Issue of The Commercial & Financial Chronicle since the inception of our Convention Number 14 years ago. It has been exceeded in size only by the 1946 picture issue. Moreover, I am proud to say I received greater cooperation this year than ever before and I predict bigger and better Conventions made possible by the increased income secured as a

result of this rise in the cooperative spirit of our members. It must be gratifying to our older members, whose sacrifices were so great, to see our National Association mature as they envisioned it one day would, if they persisted in their

The NSTA Convention Issue of the Chronicle is an advertising medium of exceptional merit. It has excellent coverage of the investment dealer-broker and banking fields. Besides constituting a permanent souvenir of our Association at work and play, it is also really our Yearbook since it is the only place where a complete roster

of all officers and members of our affiliated associations may be had in one place. And talking about rosters, to be among the roster of advertisers therein is a mark of distinction.

It is very appropriate that corporations be impressed with the wisdom of advertising in this issue of ours, along with the outstanding investment banking and brokerage firms of the country, for it is a very inexpensive method of not only reaching our members, but the principals and personnel of virtually every investment firm of consequence in the country who, in turn, are in touch with practically all of "investor America." What better audience could you find for a stockholders' relations effort?

As we progress in our advertising plans, we are guided more and more by a fellow member, Herbert D. Seibert, Editor of The Commercial & Financial Chronicle. He has made this program possible and the value of his cooperation just can't be estimated. So, Herb, we just want to express to you our most sincere and never-to-beforgotten appreciation for your graciousness to us and through you our grateful acknowledgment of the work done by Ed Beck, Hal Murphy, Vince Reilly and Ted Peterson. Their unbelievable efforts to get advertising for this issue have been an inspiration to us all. I can't forget the help the girls on the Chronicle staff extended, too. Thanks, ladies.

May I, also, on behalf of all of our members, thank each and every one of our advertisers for their support, every member of our Advertising Committee mentioned below for giving so freely of their time, besides everyone else who assisted us in making this Convention and Yearbook Issue of ours an outstanding success.

HAROLD B. SMITH, Chairman, NSTA Advertising Committee

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# New Jersey Turnpike's Phenomenal Success

The well-known axiom cess begets success" could be applied to the New Jersey Turn-pike. The outstanding success of our Turnpike

is providing the stimulus to many states to explore the feasibility of financing and constructing toll roads as a means of solving their peculiar prob-lems of highrelation to in-creasing traffic demand.

When the New Jersey Turnpike was financed early in 1950, only two states had major toll roads in op-eration. One state had such a road under construction; 11 states had legislation to make studies and three had legislation under

consideration for such roads.

The story today is quite different. At least 31 states are in the toll road picture. Several have such roads under construction, others are studying their feasibility, and still others are exploring legislation for their need, financing and construction as a means of supplementing present inadequate free highway systems. Studies also are being made in Washington to determine whether or not the Federal Gov-ernment may assist in financing such roads where justification is indicated.

This tremendous interest stems from several factors. The princi-pal one is the need for modern highways to provide for the everincreasing and record number of vehicles coming into use in our motorized economy.

It stems, also, from the fact at the normal revenues of state highway departments are not sufficient to cope with the expand-ing needs for modern highways

\*An address by Mr. Troast at the 21st Annual Convention of the National Se-curity Traders Association, Inc., Atlantic City, New Jersey, Sept. 23, 1954.

By HON. PAUL L. TROAST\* Chairman, New Jersey Turnpike Authority

Mr. Troast in calling attention to the New Jersey Turnpike's tremendous success, discusses the private financing of toll roads which has gained such rapid headway in the last five years. Says interest in financing toll roads is based on belief of need for modern highways, but cautions "Toll roads are not the panacea for the nation's highway ills." Gives history of New Jersey Turnpike's origin and development, and points out "our success has done much to make possible the financing and construction of modern toll roads in other States."

privately - financed, provide the quickest, and, in some cases, the only solution to the country's highway dilemma. They are filling the gap between the increased demand for highways and the shortened supply.

#### A Word of Caution

At this point, it is well to utter a word of caution. It is that toll a word of caution. It is that toli roads, per se, are not the panacea for the nation's highway ills. Fundamentally, the principle of sound toll road financing can be applied only in areas of traffic density ... where the traffic demand is greater than the highway supply ... and where traditional methods of financing normal free highway construction mal, free highway construction are not adequate under today's increasing vehicular use. Each toll road must be the subject of comprehensive engineering studies in order to avoid the pitfalls of constructing uneconomic projects.

When it comes to traditional financing of highways, we cannot close our eyes to the fact that the sale of governmental oblithe sale of governmental obli-gations, pledging taxpayer credit, is not generally acceptable to voters. At times this method is bitterly opposed. Such financing, moreover, becomes a counterpart to the limitation on state or po-litical sub-division debts to the extent that newly created in-dahtedness is to put it middly debtedness is, to put it mildly, unpopular.

1949 showed:

that the free highway availability to meet the then current demands was from 20 to 25 years behind schedule;

that many of New Jersey's ma ior arteries were carrying traffic two or three times their designed load capacities; and

that an early solution in new highway construction by normal methods was not feasible.

Just prior to March 31, 1949, when the New Jersey Turnpike Authority was organized, the three Commissioners accepted appointments from then Governor Alfred E. Driscoll to study, plan, construct and operate toll roads in our State. We were assured that this would take little of our time. In fact, some of those who urged our acceptance of the appointments hinted that it would be an empty honor as toll roads would not prove feasible in New Jersey. pointments from then Governor Jersey.

We are fortunate, indeed, to have achieved, in an operating period of less than three years, the traffic and revenue volumes which the experts predicted would not be attained by the New Jersey Turnpike until 1982, or 28 years from now.

It is regrettable that we did not have this knowledge at our disposal at the time of our discussions with bankers and invesunpopular. tors relative to our original fi-In the construction of the New Jersey Turnpike, it is significant simplified our problems in enter-

way supply in and the final fact that toll roads, that independent studies made in relation to in- privately - financed, provide the 1949 showed:

ing the picture with the largest issue of revenue bonds dealing with a construction project which had ever faced the market. This issue, we were then told, could not be successfully handled by normal marketing methods upon the then existing traffic and revenue estimates.

Since then we have seen our success make possible the marketing of much larger issues of a similar nature and the creation of a demand for toll road revenue bonds which did not exist to our advent into this field

# The Origin and Developemnt of The Toll Authority

For those of you with a limited knowledge of what takes place in the conception of a toll Authority, and of the problems to be resolved before the period of financing is reached, it might be well to cite, briefly, that experience as it deals with the New Jersey Turnpike.

In 1946, when our then Governor Driscoll was first elected.

ernor Driscoll was first elected. he advocated that the subject of toll roads in New Jersey be extoll roads in New Jersey be explored, and that legislation be introduced if the preliminary studies indicated such a course to be desirable. This resulted finally in the enactment by the State Legislature in 1948 of the statute which created the New Jersey Turnpike Authority. On March 31, 1949, the State Senate confirmed the appointments of my colleagues and me, and we organized and were in business on the same day. on the same day.

on the same day.

Eleven months after that date, and with a minimum staff, we had completed our initial studies, had selected the alignment of the

ings on that alignment in the 10 counties traversed by the Turnpike, had prepared engineering, cost, and traffic and revenue studies for financing purposes, had tested the constitutionality of the Act, had secured additional legislation dealing with enlarged powers in condemnation, and had successfully negotiated a foward commitment in February, 1950, in the amount of \$220 million to finance the project.

With funds in hand, we set sail on perhaps the most ambitious on perhaps the most ambitious program ever undertaken. It involved such things as the acquisition of some 3,700 parcels of real estate for the right-of-way, interchanges and service areas; the planning and engineering of a divided, limited access highway 118 miles long; the construction of the Turnnike and the opening of the Turnpike, and the opening of the southern section to traffic in November of 1951—only 21 months from the time that the funds were made available.

Moreover, difficulties were encountered with two municipalities in the matter of alignment, and the type of construction, both of which had to be resolved by the courts.

To expedite planning, the engineering of the Turnpike was divided into seven sections, with nationally known highway and bridge engineers assigned the duty of designing and supervising the construction of each section the construction of each section. These egineering firms were carefully selected and came from such widely distant points as Chicago, Harrisburg, Boston, Baltimore, New York, and Newark. Their efforts were coordinated by our Consulting Engineer and by our Chief Engineer and our own Engineering Department, and then assembled into a whole by our Executive Director and the members of the Authority.

This job, including the opening of the final section in the north which contains the two major bridges crossing the Hackensack and Passaic Rivers, took, in all, 23 months. Apropos of this record, Richard Thruelsen, a writer for the "Saturday Evening Post," in an article "How New Jersey Built

Continued on page 79

PRIMARY MARKETS WITH COMPLETE TRADING FACILITIES PUBLIC UTILITIES INDUSTRIALS RAILROADS

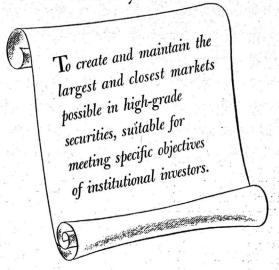
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# Some SEC Problems

By RALPH H. DEMMIER\*

Chairman, Securities and Exchange Commission

Chairman Demmler, in pointing out problems facing SEC in its regulation of the securities industry, stresses value of round-the-table conferences between

the Commission and others interested in securities regulation. Refers to diffi-

culties in establishing rules relating to price stabilization, and in determining

what constitutes liability for return of short-swing profits realized by "insid-

ers." Lists as matters requiring careful study: (1) need for certainty against too much rigidity; (2) need for administrative flexibility against danger of

personal government; (3) danger of too much complexity; and (4) danger of excessive delays due to exhaustive analysis.

When I sat down to work on this speech I had before me the schedule of events which notes this occasion as a men's luncheon.



indicates that there is simulrepresentation
that each of
you will find
b o th the
ladies and the
hats vastly
more enter-

more entertaining than the shop-talk in which I am going to indulge. Consequently, if any of you leave now to join your wives or sweethearts, I will take it as an indication not that you love the SEC less but that you love the ladies

Perhaps I should apologize for indulging in shop-talk, particularly when your Association has been gracious enough to set aside a whole afternoon for an SEC round table discussion. But your industry and our Commission have so many problems of mutual interest that we should not neglect any opportunity to discuss them with one another. It is far more than a cliche when I say that it is a great help for you and for us to understand our common problems.

Moreover, I am not indulging in platitudes when I suggest that in platitudes when I suggest that round-the-table discussion—even discussion at which voices are occasionally raised—usually results in reducing areas of disagreement. I hope that this afternoon's meeting will achieve that

The year and three months during which I have been Chairman of the Commission have encomng which I have been Chairman of the Commission have encompassed a very rich experience, and the richest part of that experience has been working toward solution of problems by conferences among fair minded people sitting around a table. That method has been used among the Commissioners themselves, between the Commission and the staff, between the Commission and representatives of the industry, and between the Commission and the public, organized and unorganized. For example, discussions of the Commission with Senators Capehart and Bush and with members of the staff of the

\*An address by Mr. Demmler at the 21st Annual Convention of the National Security Traders Association, Atlantic City, New Jersey Sept. 25, 1954.

The same schedule taneously in progress a ladies' lunch-eon and hat show. I am in position to make a firm representation

> with members of the staff of the House Interstate and Foreign Commerce Committee, with representatives of the securities business, and with representatives of the Executive Office of the President and the Council of Economic Advisers resulted in the formulation of legislation which was approved unanimously by both Houses of the Congress and signed

#### Working for the Same Goal

into law by the President.

Figuratively speaking, each of us is working toward the same general goal, namely, that of makgeneral goal, namely, that of making the American system of free enterprise work. Naturally, the regulator and the regulated are going to have their battles occasionally, just as the credit department and the sales department of a mercantile business have their disagreements. But most personal disagreements are resolved without fisticuffs and most legal disagreements are remost legal disagreements are re-solved without law suits or punishment. The reason for that punishment. The reason for that is that intelligent human beings, when possessed of a normal amount of good will, have learned to reach mutual understanding on most issues.

Let me therefore make the point that at the Commission we do try hard to work out solutions by mutual agreement. I don't mean, however, that the Commissioners have dedicated themselves to a career of being agreeable good fellows. We must bear in mind constantly the fact that in dealing with organized associations of the securities business or any other business. ing with organized associations of the securities business or any other business, we must be hard bargainers. In such dealings we are, after all, the representatives of the otherwise unrepresented public. Each of us is under a sworn duty to administer a group of laws which are both strict and technical Moreover. we are technical. Moreover, we are

investors.

Just stop and think about that responsibility for a moment. The rules which the Commission makes have the force of law, and makes have the force of law, and the only guide furnished to the Commission by the Congress is "the public interest and the protection of investors." That represents a broad charter of power and a serious responsibility. Consequenty when the Commission on its own motion proposes a rule change or when it considers a suggestion for such a change made by representatives of the business community, each Commissioner must employ all the resources of his intellect and his conscience in answering the question: "Is it in the public interest and for the protection of investors?"

When you analyze this legisla-

When you analyze this legislative power delegated to the Com- liability imposed on insiders for mission and realize that each time short-swing profits. we make a rule we are in effect passing a law, you will under- list of subjects that the Commisstand why proposals for rule sion is given a job the wise perchanges are processed with a formance of which cannot necesdegree of deliberation which may sarily be taken for granted. There proposal.

You gentlemen in your day-to-

Senate Banking and Currency vested by the law with the power day work are more concerned Committee, with Congressman and duty in many situations to with the Securities Exchange Act Wolverton of New Jersey and prescribe such rules and regulathan with any of the other Acts with members of the staff of the tions as are required in the public administered by the Commission. House Interstate and Foreign interest and for the protection of Therefore, I would like to indicate by way of example a few problems, particularly those involving Commission-made rules, which concern us—and therefore you under that Act.

#### Duties of the SEC

As you know, the Commission is charged not only with the duty of enforcing statutory prohibitions against manipulations and fraud but is also empowered to make rules and regulations with rerules and regulations with respect to manipulative and deceptive devises and stabilization or price pegging. In addition to that it has certain jurisdiction over rules of the several exchanges and of the National Association of Securities Dealers Inc. It has Securities Dealers Inc power under Section 16(b) of the Exchange Act to make rules exempting certain transactions from

You can see from that limited well irritate the sponsors of the will always be some element of able that the principles governing trial and error.

The market place for securities,

like all market places, is one in which trading instincts are sharp-ened and ingenuity is developed and rewarded. In regulating the market place we are dealing with innumerable variables. Consequently legislation and regulation standing by themselves can never provide a wholly clean market place. Put another way, regulatory legislation is no substitute for self-control.

self-control.

The securities laws and the regulations made thereunder, plus the rules of the exchanges and of the NASD, can provide guide posts. They can have the effect of discouraging cupidity and they can have the effect of encouraging each man to be fair because his competitor is subject to the same rules as he is.

and self-control may fail to maintain a clean market place, both the industry and the Commission suffer. The Commission would receive some public opprobrium. ceive some public opprobrium, and the industry would receive that, plus a regulatory system more severe than that which now prevails.

The whole scheme of vesting in the Commission the power to make rules and regulations had its origin in the undeniable fact that it is almost impossible without an oppressive amount of rigidity for the Congress to frame an act prescribing detailed rules for a mar-ket place. The Commission, therefore, is under a mandate to move with changing trends and new problems and to keep its rules constantly abreast of developments. To illustrate the kind of problems we encounter in meeting that responsibility, I would like to give just a few examples.

#### Rules Relating to Stabilization

As you know we have circulated for comment and have had a public hearing on rules relating to stabilization. It is highly desir-

Continued on page 82

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# **Public Utilities and Area Development**

When you read the comics, and you see a light bulb over a character's head, you know that means he has an idea.

Did you ever stop to think why that is?

It puzzles me, too. But it suggests a special responsibility that has been

that has been given to the free tax-paying electric utilities in this free America of ours. Electricity means ideas ideas

ideas — ideas for something better and brighter. Ideas for a better town, a better area, a better state. And I am proud to say that the public utilities—your public utilities, directly owned by three million Americans and indirectly through participation in insurance over 90 million—are doing their best today to lend their ideas to area development. development.

development.

But that's only part of the story of a better place to live. The other part of the story is you—Mr. and Mrs. American citizen. Especially you people here—you who are thought leaders — you who are so esteemed in your communities — you who are so good at reading fine print and figuring complicated problems, so quick to calculate one-eighth of a percentage point to six decimal places.

You know that this year is

You know that this year is Light's Diamond Jubilee. The electric industry is celebrating a series of milestones in its history. These not only constitute a tribute the accomplishments of the past but also give an indication of even greater progress in the years ahead. During these 75 years since Thomas Edison invented his incandescent lamp, electric power has become an integral part of our civilization—so much that it is difficult to imagine life without

\*An address by Mr. England before the National Security Traders Associa-tion, Atlantic City, N. J., Sept. 23, 1954. its

By B. L. ENGLAND\* President, Atlantic City Electric Company

New Jersey utility executive, citing this year as electric utilities' diamond jubilee, reviews the electric industry's responsibility to the area it serves. Stresses importance of planning for growth that is to come, and lists special characteristics of this function as: (1) importance of service; (2) essential service, and (3) the public interest. Sees new super-highways as ushering in a period of development of new areas.

is reflected in the fact that this year, in addition to observing Light's Diamond Jubilee, the industry also acquired its 50 millionth customer and will have doubled its capacity to serve these customers since the end of the war.

Anniversaries are legitimate occasions for satisfaction. They also give us an opportunity for self appraisal and for future planning.

The electric industry recognizes its responsibility to the area it serves. We are planning now for the growth which is certain to come. The simple reason is: Ours is a business greatly affected by population. Do you realize that in 1963 there will be 28 million more people in the United States than there are today? This means that there are today? This means that in this 10-year period our population is going to grow as much as it did in the 20-year period between 1930 and 1950. There will between 1930 and 1950. There will be a new army of consumers, not just for electric service but for food, housing, clothing, furniture, schools, etc., equivalent to the total number of people who lived in New York, Pennsylvania and New Jersey combined in 1950.

A shorter look at population growth. In the next four years the population increase will be greater than the total population of the New England states in 1950.

If we plan properly now and sell smartly, can we have a depression with all these new buyers? I don't think so.

The electric utility recognizes s responsibility to the com-

it. The extent of the growth of munity, as I said. There is a countryside, the cities—this is a the industry in the past 75 years standard of measurement in our critical factor in the formula for is reflected in the fact that this industry of utility management. success of your town or mine, year, in addition to observing Three of the special character—this area, that state, or indeed, to reindight's Diamond Jubilee, the insistics of measurement on this this great land of ours.

Essential Service — A utility must supply all customers who wish to purchase its service and it must remain in its service area. It cannot pack up and leave if conditions are not satisfactory—it must help to improve them.

Public Interest—The fact that a utility operates in the public interest must be given primary consideration in management actions. Management has a duty toward the entire environment where the company serves. There are three areas of responsibility:

(1) Area of Government.

(2) General welfare—the area of educational, health, cultural, spiritual, and social needs of the community.

(3) Area of physical characteristics — the development of the

istics of measurement on this function are:

Importance of Service—Service to customers is of paramount importance and frequently will outweigh the price factor in determining customer attitudes.

Essential Service — A utility must supply all customers who wish to purchase its service and it must remain in its service area. It cannot pack up and leave if conditions are attifications. commerce.

I believe today we are in a period of development of new areas of our country by new super-highways which will exceed the growth caused by the railroad

The United States is experiencing now one of the most feverish transportation booms in its history. Almost everyone today sees this construction as the answer to the nation's pressing highway problems. There are over 1,000 miles of these pay-as-you-go roads now being built at a cost of \$1½ billion and almost 1,000 miles now in operation. The Commerce istics — the development of the area.

Area Development

Area development has many aspects. The greatest is not electricity, it is transportation. This is so true in southern New Jersey where I've had the responsibility with others in our company to apply leadership in development.

Transportation: The efficiency with which we carry people and row in operation. The Commerce Department's study of the potential of toll roads indicates that 10,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles — cost about \$8 billion. This would bring the total toll highways up to 12,000 miles — cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would carry well over ½ the total toll highways up to 12,000 miles — cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles — cost about \$8 billion. This would bring the total toll highways up to 12,000 miles — cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for this type of development—cost about \$8 billion. This would bring the total toll highways up to 12,000 miles of urban roads are suitable for th

with which we carry people and products across the waters, the a mile, equivalent to a gasoline tax of 15 to 22¢ a gallon, the driver is willing to use these facilities. This is interpreted that the motorist is willing to pay a require price for a modern, safe premium price for a modern, safe road if it is where and when he wants it.

With this as a setting, I am privileged to be invited before you to illustrate the point. If you like, I shall illustrate it with Kodachrome slides — and typical of the generous way we like to

do things in southern New Jersey, I shall give you, not just one slide after another, but two at a time.

That may remind you of the time Emily Post was at a dinner just like this one. She was searching for a handkerchief in the top of her evening gown. After she had no success fumbling there a would be gentlemen next. there, a would-be-gentleman next to her whispered that there was one in her other hand. Distractedly the lady made one more plunge into her gown and said aloud, "I know I had two when I came."

So we shall have slides, two-at-

The first two take us way back to remind us that the very history of our area here in southern New Jersey is the history of its trans-

portation. Your home state too.
This old map on your right shows that in 1777 people were water-conscious. The harbors and channels are shown — not much overland transportation.

overland transportation.

The other slide shows why overland travel was tortuous. How would you like to go back home from this convention in a stage coach like this, over crude dirst roads and paths? Forty bumpy miles a day!

We did have our first turnpikes then, however. And I know an old man who lives in an old

an old man who lives in an old gate-house on an old turnpike. He claims he still has the legal right today to put a gate across the road and charge you a toll

but we had a dozen seaports and deep rivers. The area flour-ished because it was on the coast ished because it was on the coast and was settled so early. Shipbuilding became a big industry here, and then iron forges and farming and textiles — so the Colonists would have things to trade with the rest of the world over the ocean lanes.

Well, the next big era was that of the railroads. This map of a hundred years later shows why development of this area moved ahead at that time. Railroad men practically founded Atlantic City, and here [demonstrating] is the first train to come to Atlantic City from Camden from Camden.

Today this nice little corner of America—which is only 60 miles across and 60 miles up and down—has a network of 400 miles of railroads. And what an asset this is as southern New Jersey gears up for its greatest advancement in industrial development.

We are so proud of our rail-road re-awakening here, I must show you a shot or two of the equipment with which the Jersey Central and Pennsylvania-Read-ing are streamlining their serv-

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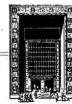
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# Reappraisal of the Stock Market Outlook

During the past 13 months, we have had another demonstration of the risks in emphasizing any one or two facets of the many-

sided problem of appraising the outlook for the stock market. In the Summer and Fall of 1953, when the Dow-Jones Industrials were on the verge of an almost per-pendicular advance more than 100 points, there was a wide-

spread spirit of caution and pes-simism as to the outlook for stock prices among business economists on the one hand, and Dow Theory technicians on the other. One group was ignoring virtually everything but the fact that a minor business readjustment was conceded to be inevitable, while the Dow Theorists generally paid no attention to the fact that their approach had been proved more misleading than helpful for more than 15 years.

The tendency to emphasize a single approach is, of course, a common human error. In the Spring and Summer of 1929, many people folt (one october), the people felt (and acted on the conclusion) that nothing mattered except the fact that institutional investors had helped to bring about a scarcity of stocks, and that we were in a "new era" from a we were in a "new era" from a business cycle standpoint. In the 1933-1934 period, the socialistic overtones of the New Deal program were being emphasized as the only thing that mattered, and they appropriate the control of the cont they supposedly would preclude any sizable advance in stock prices. (An advance of more than 100% was witnessed by March, 1937.) By early in the latter year, just when the market was getting set for the second largest bear market on record, the popular cliche was the statement that "We have never had a bear market when interest rates were low." We ourselves were guilty of overemphasizing certain they supposedly would preclude were low." We ourselves were guilty of overemphasizing certain Timing cycles in early 1950, when the 1949-1951 advance for the majority of stocks was only about one-half over.

### "Beware of the Obvious"

We have reviewed the above record only because it has a bearing on the outlook at this time. History tends to repeat itself in general outlines even if not in detail, and we can only learn by studying history and analyzing our own mistakes. The lessons we

By ANTHONY GAUBIS Investment Counselor, New York City

Mr. Gaubis lists bearish factors in market picture as follows: (1) Current price-earnings ratios well above those of recent years; (2) historically high level of averages; (3) satisfaction of postwar demands, with increased competition and reduced profits; (4) potential deflation of European economies, and (5) possible Republican defeat in November. As bullish considerations he cites: (1) Historical price-earnings peaks suggesting possibility of 450 for D-J Average; (2) permanent inflations of price level; (3) lower dividend yields in past; (4) volume factors and divergence between low-priced stocks and blue chips; (5) historical interaction between monetary policies and markets as cyclical turning points, and (6) long-term growth in institutional and other demand for equities. Concludes that, subject to intermediate reactions, current bull market will run until summer of 1955 or first quarter of 1956, with three-million share days and public confidence as of 1928-29.

can learn from the above examples of mass errors are, first of all, to "Beware of the obvious." It is for this reason, of course, that the "contrary opinion" approach is right so very often—and also why it can occasionally be very wrong.

The Bearish Factors

If we try to look at both sides of the market picture at this time, is we believe that most people will approach that the principal housish has a second to the principal housish beautiful.

During the past few months, we have sensed a growth in the membership of the school which seems to believe that the intermediate trend of the stock market can and is being controlled or dominated by political considera-tions. The reasoning is that the mid-1953 reversal of the Adminismid-1953 reversal of the Administration's indicated deflationary monetary policies, as well as the timing of the placement of orders for defense materials, were all motivated by a desire to try to keep control of Congress in the corthography mid-torus elections. forthcoming mid-term elections. This theory leads to the conclusion that the stock market trend sion that the stock market trend will be upward until around the November elections, but that a major market decline might well be expected thereafter, as temporary stimulants are withdrawn, and in order to lay the groundwork for a rising stock market during the very important election year of 1956.

Limitations of mose proclude of the bull market his since 1900 and exclusion period, stocks are definitely dustrials above 350.

Limitations of space preclude a full discussion of the dangerous and unproved assumptions behind this type of reasoning. It might be well to recall that similar arguments were quite prevalent in early 1946, when many basic unfavorable factors such as yields and price-earnings ratios were being ignored partly because it was obvious that there was a sub-stantial pent-up demand for goods; but also because of the widespread feeling that "The Tru-man Administration will see to it

agree that the principal bearish factors are these:

(1) At the September high of 365 for the Dow-Jones Industrials, this Average was equal to about 13.5 times the indicated earnings for both 1953 and 1954. The current yield was approximately 4.5%. This is well above the high price-earnings ratios of the past seven years, when stocks met resistance, on the average, at about 10 times earnings, and on a yield basis of roughly 5.5% to 6.0%. "With income taxes so high, many investors prefer tax exempt bonds to stocks yielding less than 5%."

(2) Trend lines drawn through the bull market highs touched since 1900 and excluding only the

(3) With postwar pent-up demands largely satisfied, competition is increasing with the result that profit margins are shrinking. This trend has been obscured to some extent during 1954, with the ending of excess-profits taxes, but may show up more clearly in

(4) The European economies are being artificially supported by our very large foreign expen-ditures which, if continued, must inevitably adversely affect our own standard of living; and when discontinued, will result in tremendous pressures in world markets as European economies are deflated and their surplus goods enter into competition with our own productive capacity.

(5) Loss of control of Congress by the Republicans in November could lead to a blocking of further moves by the Administration in the direction of a more favorable 1927-1930 period, suggest that business climate. This in turn stocks are definitely in dangerous might reverse the trend in confiterritory with the Dow-Jones In- dence which has brought about the improvement in price-earn-

ings relationships of the past 12 months.

#### **Bullish Considerations**

Turning to the bullish s de, we believe that the most important considerations are these:

(1) The gradual but prono anced revival of confidence in the fu-ture of the Amer'can economy since the election of a Republican since the election of a Republican President is being bolstered by the evidence that the Democrats have found it necessary to give more weight to the views of the conservative wing of that party. This could mean a return to the 1927-1939 levels of stock prices in relation to earnings. During this 13 year period, the Dow-Jones Industrials sold at highs of 17 or more times earnings at sometime during each year. A high of 17 times the current level of earnings for this group of stocks would mean a price objective of above 450 for the Dow-Jones Industrial Average.

(2) In contrast with the periods

(2) In contrast with the periods following the World War I and the previous postwar inflations — (which were financed largely by private and therefore temporary borrowing)—we now appear to be on a permanently inflated price level. This conclusion is support-ed by the indications that we will not see any substantial reductions in our tremendous national debt in the foreseeable future. (Our national debt is now more than 10 times the peak of the World War I period, and is still rising. It was cut back in a nost every year during the 11 y ars immediately following the "wir to end all wars!") all wars!")

This means that sooner or later aggregate corporate sales and profits, and therefore stock prices, are likely to establish a new "normal" which reflects the increased general price level. In terms of the indicated new value of the dollar, the Dow-Jones Industrials would have to advance to above 500 to be as vulnerable from a technical standpoint as they were

Continued on page 92

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# The Corporate Bond Market and Arbitrage

In its narrowest sense, arbitrage simply means the purchase of a security or commodity, or even money itself in one geographical

area and the simultaneous sale in an. other locale at a profit. Arbi-trage of this type in the corporate bond field is largely aca-demic because the primary
market for a
bond is usually in the
city of original issue and interest does

not spread outside that area. However, in stocks there is active arbitraging between foreign countries and the United States.

As applied to corporate bonds, arbitrage may be divided into three broad categories; firstly, as to convertible issues, secondly, under plans of reorganization, and thirdly, in hedging and switching transactions.

Under the first classification, a convertible bond differs from the regular corporate issue in that it is generally unsecured and is ex-changeable usually for the com-mon stock of the company at a set price which may be scaled up-wards after specific periods of time. The other features are generally the same as a straight non-convertible issue.

The arbitrage operation is the sale of the common stock and the simultaneous purchase of the bond which is or is expected to be exchangeable for the stock sold. The security sold may be issued and outstanding or it may be traded on what is known as a "when, as and if" basis, which means that under a proposed plan of issuance or re-

\*A lecture by Mr. Gartman at the Fourth Annual Forum on Finance for Graduate Students and Instructors in American Colleges and Universities sponsored by the Joint Committee on Education representing The American Securities Business at Graduate School of Business Administration of New York University, New York City,

By MORTIMER J. GARTMAN\*

Partner, Gartman, Rose & Co., New York City Members, New York Stock Exchange

Mr. Gartman describes arbitrage transactions relating to convertible bonds and bonds issued under reorganization plans. Takes up the problem of pricing of corporate bonds and fixing of the conversion ratio. Outlines facts in the success of a bond offering, and points out that arbitrage in the convertible corporate bond market only has an effect when common stocks are high. Concludes conversion privilege is prone to be over-valued, and the opportunity of gain is often not enough to justify the premium paid.

organization, the security is contemplated to be issued at some future date. We ordinarily find this latter situation when convertible corporate bonds are issued to stockholders via a subscription privilege. We also find this type trading in the field of reorganization of stock was selling at 58, so trading in the field of reorganization of issues.

They were unreceive prior subscription privileges. A bond convertible into common stock could cause such into common stock at \$65 per dilution. Usually rights have important the stock was selling at 58, so trading in the field of reorganization of issues. to stockholders via a subscription privilege. We also find this type trading in the field of reorganiza-tion of issues.

#### Convertible Bond Offerings

Convertible bonds are sold in one of three manners, other than those issued under reorganization proceedings; directly by the corporation to purchasers, through underwriting groups to investors, or via subscription privilege given usually to the equity owners of the corporation. The latter form of offering may or may not be underwritten.

#### Pricing of Corporate Bonds

You are familiar I know with how corporate bonds are priced marketwise, based upon credit standing of the obligor, the coupon rate, the maturity date and yields available on comparable issues. Convertible bonds have another price determined to the pri other price determinant, namely, the terms of the conversion privilege. For example, if the common stock of a corporation is selling at 105 and the bond is convertible into stock at 100 and the investment value of the bond is 100, you can see that the conversion privi-lege is worth a minimum of five points at the time of issuance.

to the conversion privilege, but there was a real value given mar-ketwise, even though the stock was selling below the conversion price. The bonds were rated B-1 by Standard and Poor's, which meant they should have yielded about 3%% at the time of offering. Yet the corporation was able to put a 31/8 % coupon on the bond, due to the conversion privilege. The issue was an immediate success and traded at 104.

There are a number of reasons for that reception. It was a small issue and a new piece of merchan-dise for the "Wall Street Frater-nity" to retail. An even more important factor was that Vanadium common stock has always been highly volatile. At the same time, the corporation was sharing in the romance surrounding all securities connected with the atomic energy field. All these dynamic characteristics gave a market consideration to the conversion priviup on lege, even though at the time it price. had no immediate value.

I mentioned the sale of convertibles through the medium of rights. Usually that is the general form because the indenture pro-A specific example of pricing visions of the average corporation is an issue brought out in June of provide that if there be possible

moment, and the effect market-wise is varied, depending upon the bond market and stock market conditions existent at the time. If rightholder wishes to subscribe to his portion of bonds, naturally it has no effect on the market. Those who wish to dispose of their rights do have a direct effect on the price of the bonds. The rights are bought either by old stockholders who wish to increase their commitment, by new investors, or by arbitrageurs, or a combination of all three.

#### Factors in Success of an Offering

The success of the offering is dependent upon a number of fac-tors. The amount of credit available to take up a new issue of any substantial proportion is of paramount import. This credit is available in two forms, either borrow-ing from banks or through a spe-cial Federal Reserve proviso wherein a rightholder need put up only 25% of his subscription

Times naturally change and each day may present a different set of circumstances. For example, in 1953, when the administration in 1953, when the administration policy of the government was to tighten credit, and interest rates were on the way up, there were two large issues of bonds offered with prior rights to stockholders, Phillips Petroleum and Southern Natural gas. Trading started at 105 in each instance, and by the time the rights expired the bonds were down to 100 and the rights lost their entire value. The underlost their entire value. The underwriters had to take up their pro-portion of a large amount of unsubscribed bonds, but were for-tunate in being able to dispose of them immediately after the sub-

At the present time, the situa-

tion is rather much the reverse. Credit is very easy, bond yields are down, and every convertible issue meets an immediate enthusiastic response, as is the case in all "bull" markets. A current example may be the Grand Union convertible bonds which are 3½s being offered at 100 to common stockholders. As to investment stockholders. As to investment value, the bond is probably worth not much more than 102 and yet sells at 111. They are convertible into stock at \$45 per share, presently selling at 41. The reason for this premium is that the entire chain store industry and Grand Union in particular has experienced a trampadous growth in enced a tremendous growth in past years. Securities in this group have gone up substantially have gone up substantially and the investor apparently is willing to pay this nine point premium over investment value for a call on stock at 45, which is still 10% above the present market price. So in effect, in addition to paying a premium above investment value, the purchaser must see the stock advance a minimum of 10%. stock advance a minimum of 10% before the conversion feature would have value.

#### **Bonds Under Arbitrage Pressure**

I have pointed out two bonds that have sold at premiums over conversion value. I might mention a series of bonds that have never sold subtantially above such conversion feature, namely, American Telephone & Telegraph bonds. The reason—since the last war the Telephone company has issued approximately \$2½ billion principal amount of convertible bonds. The amount of convertible bonds. The conversion price is always under the market, but due to the large amount of bonds continuously being floated, they always sold on conversion parity. By conversion parity I mean that if the bonds were convertible into stock at 140, and the stock was selling at 160, the bonds had a 20 point conversion value, and traded at that price, namely, 120. price, namely, 120.

Since the last war, earnings were up about 200%, but we have had such severe common stock dihad such severe common stock di-lution in the form of an increase in the number of shares outstanding since the end of the war from about 20 million shares to 47 mil-lion shares at the present time. The effect was that earnings per share stayed in the \$10 to \$12 range. With this dilution the stock had no dynamic character and investors would not pay a premium for the conversion privilege. While the stock has been continuously under arbitrage pressure due to bond conversions, it has nevertheless risen from about \$150 to \$175 per share in the past few years. This price increment has

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trially most backward country north of the Alps. Only two years ago, it was in the financial doldrums; its currency was devalued. By that time, all America to Austria stopped: and

Russian occupation forces still are taking out of her balance of payments. Yet, on the free market in Zurich, the Austrian schilling is quoted at or above par. There is less of it blocked than of any other European currency, And the

61/2%; wages and farm prices had been stabilized; foreign trade restrictions relaxed. In short, putting an end to inflation and renational competition sufficed to concession did not materialize. re-establish confidence in a currency that had been reduced to a

By MELCHOIR PALYI

Dr. Palvi, in pointing out confidence as a factor in restoring currency convertibility, cites case of Austrian currency, now on a convertibility basis. Says convertibility means three things: (1) external or non-resident convertibility; (2) right to export capital, and (3) favorable and safe balance of payments. Holds American aid, a factor in European recovery, may be withdrawn, and sees Britain's reluctance to convertibility restoration holding back action of other countries. Concludes, however, in the long run, universal convertibility will have to be restored.

what Austria did, in effect — would bring about a major inflow of capital and provide additional she receives foreign exchange reserves for funo military aid of any sort. Inture emergencies. (In fact, the stead, she is forced, in effect, to Bank of England's discount rate export capital to the tune of some was lowered to 3% last summer \$120 million, which is what the for the express purpose of slow-Russian occupation forces still are ing down the influx of "switch" realizing occupation forces of parts of the latest of the lates ing down the influx of "switch" pounds.) But at the late September meeting of the International Monetary Fund, all hopes were squashed: there is no prospect of the leading European currencies' return to convertibility, even to a partial one, in the foreseeable future.

to use the pound sterling proceeds for buying American machines. At least that much of convertibilstoring a good measure of inter- ity was expected, but even that

export capital. The danger is, as small fraction of its former like- the British see it, that Wall Street ness, and in a country on the would again attract quite a little borderline of Western civilization. of their private investments; and especially, that in case of any How much easier it should be temporary emergency a great to restore full confidence in cur-deal of capital flight might occur. rencies like the German mark, Note that the French have lived the Belgian franc, the Dutch with legalized capital flight durguilder, and especially, the Brit- ing the postwar era. The parallel ish pound! In each of those cases, market in gold and dollars perreturn to convertibility-which is mitted a Frenchman to run into

safety at his choice. If the lesson ments. Lastly, it reopens the taught anything, it is this: that channels of genuine foreign incapital flight is not a genuine vestments, thus attracting fresh force determining the balance of capital from abroad. payments, but merely a cons quence of other circumstances of inflation, in particular. Stop inflation, and there is no capital flight.

Britain has vetoed it, notwithtande (including tourist

What has happened was that confidence returned to the schilling. The Austrians take their ling the American offer of the Sent of the French—whose fiscal confidence returned to the schilling flight money back home, which is what brings excess foreign exchange into the country (and creates, incidentally, a liquidity problem of the first order). Confidence was restored because none tary manipulations had eased; the budget was balanced in the interest rate had been antially raised—

The Meaning of Convertibility

The meaning of C But the most important worry to some Europeans is their balance of trade. What if the terms of trade should turn against them? Or if an American depression, that undwing buggless should

ciate, thus creating the menace commitments in the West -

#### The Factor of American Aid

However, uncertainty there is, and of a very basic nature. Though it is rarely admitted, the last two years' recovery of the European currencies was to no small extent due to continued American aid in one form or another. Our global aid must be running into \$8-\$9 billion annually, if all the hidden and invisible ends of it are counted. And aid to non-European countries often turns out to be "offshore" aid to the Europeans. In other words, American aid is the marginal factor on which the strength or weakness of a large number of currencies depends at present. However, uncertainty there is, present.

But as of late, this artificial pillar of international trade has bility tends to overlook the essenpillar of international trade has tial point, which is that it implies become subject to doubt. If no stabilization: no more overhang- German army materializes, as it ing devaluation. That is what well may not, American assist-permits the return of confidence ance to Europe will fall off and reversal of capital flight, sharply. And there are other inwhile under inconvertibility, parts ternational uncertainties. An of the respective currency depre- "agonizing reappraisal" of our that the entire currency sooner an acute sharpening of the conor later will be devalued. More- flict in the Far East-may lead over, it implies adjustment in in- to a wave of fresh capital flight ternational trade and natural cor- from Europe. True, convertibility Secondly, it means the right to rections in the balance of pay- could be stopped overnight, and

the risk of major capital attri-tion is negligible. But govern-ments do not like to reverse themselves and be exposed to criticism on the score of not having fore-seen the unforeseeable. Which brings us to the aspect of the European convertibility issue that is most important: the domestic relities aspects involved. political aspects involved.

To Europe, convertibility is a political issue of the first magnitude. For one thing, no European country would want to antagonize Britain by proceeding without her consent. In that respect, as a consent. In that respect, as a common front against America, Europe has acquired a unity which is worthy of better purposes. As to Britain herself, the problem there is the precarious majority of the Conservatives and the fact that within a year or so, general elections will be coming

strangulations, entire industries have grown up in the respective countries. The ultimate meaning of convertibility is that these hothouse industries either have to be liquidated, or must reduce their costs drastically. That is where the resistance against monetary freedom centers. Foreign exchange controls are, in effect, nothing but gigantic tariffs which not only reduce imports, but actually prevent them. The vested interests fostered for two decades

Continued on page 92

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# **Looking Ahead in the Chemical Industry**

This is the 40th anniversy of the Associated Industries of New York State, Inc. In a very real sense it is a 40th anniversary for my industry, too, as 1914 is



beginnings of a significant chemical in -dustry in this country. Forty sometimes thought of as "middle age"
— but I hope
to prove in this short talk that, 40 or not, here is noth-

a date that might be said to mark the

ing middle-aged about our busi-

It is a fact, however, that we didn't amount to much in 1914, except for production of alkalies and a few other heavy inorganic chemicals which had made considerable gains since 1900. A handful of business men and scientists who were then trying to get established in the organic chemicals field, were making lit-tle headway against aggressive German interests that dominated world markets.

Part of that handful, in fact, was the Benzol Products Company, one of our predecessor companies, formed to manufacture coal-tar intermediates. And 1914 was a major milestone for this young company, too. A year earlier, Benzol had produced aniline, the first American-made intermediate, with the aim of creating a dyestuff industry in this country. But before it could get firmly established, the Germans reduced the price of aniline below their own cost, forcing Benzol also to operate at a loss, or quit. For-tunately, the company persevered even in the face of heavy losses month after month, and when the war cut off German competition,

\*An address by Mr. Ferguson at the Fortieth Anniversary Convention of Associated Industries of New York State, Inc., Saranac Inn, N. Y., Sept. 25, 1954.

By HARRY S. FERGUSON\* Vice-President, Allied Chemical & Dye Corporation

Prominent industry executive, using 1314 as the year of birth of the domestic chemical industry, recounts its phenomenal growth since that time and points out excellent prospects for continued expansion. Says value of chemical and allied products has increased from less than \$2 billion in 1914 to more than \$20 billion today. Illustrating growth ahead, Mr. Ferguson refers to estimates that 40% of all textiles will be synthetically produced by 1975, with plastics slated for 800% increase. Holds 400% over-all increase of chemical products by 1975, as envisaged by President's Materials Policy Commission, does not appear unreasonable and may well prove to be conservative in light of current research efforts.

Benzol increased its capital, built the same 7,000 that were produced citizens or simply as human bea new plant and was soon able to supply this country's entire needs of aniline oil and salts. Even so, shortages of dyes and

drugs were serious during World War I. This painful lesson, and the postwar threat of renewed German domination of the American industry, led in part to the formation of Allied Chemical in 1920. The founders, side by side with other foresighted and determined men, wanted our country to have a strong, integrated, self-sustaining chemical industry to serve peacetime needs and to provide wartime security.

I'm sure it would be presumptuous for anyone to attempt to capsule the industry's progress since then or to play the prophet—and I then or to play the prophet—and I chemi mean (p-r-o-p-h-e-t). He'd not ical co only have to be an expert on agtender ricultural chemicals, medicinal kets. chemicals, synthetic resins and examplastics, and man-made textile ing fibers, to name just four of the alone. fastest-growing end product lines in the business—but on about 50 other subdivisions of the chemical industry, most of them doing at least \$20 million worth of business a year and changing very rapidly.

a few years ago, or even last year. ings.
The research people move new ones into the market all the time. or find new application for an old one. Take sulfanilamide, the wonder drug of 1937. Research shows that it had first been made back in 1874 in connection with improving dyes, but hadn't been improving dyes, but hadn't been screened for germ-killing ability in all the intervening years. Then, too, with competition intensified by rapid growth, a single product is apt to pop-up in a great many places. Phthalic anhydride, for example, has tremendously broad-med it was which see include. ened its uses, which now include the production of linoleum, pharmaceuticals, paints, plastics and dyes as well as a score of other chemicals. Almost every chemical company has a favorite con-tender in the big industrial mar-Nineteen companies, for example, are competitive in making chemicals for anti-freeze anti-freeze

To be able to absorb all this movement, and to keep track of the scientific literature and trade the scientific literature trends, is more than a single mor tal can manage -- at least this single mortal. What I will attempt to do, is trace some of the Currently our industry is turning out some 7,000 different products a year. But, just to keep things complicated, they are not to you either as businessmen, as

# Development of Chemical Industry

There are many ways to cover the development of an industry.
One is to trace it in terms of per capita consumption of some of the major analysis. of the major products. On this basis, for example, the average person today indirectly uses four times more sulfuric acid than he did in 1914. Or we can show that the value of chemicals and allied products has risen from slightly less than \$2 billion in 1914 to more than \$20 billion today. We could show how industrial use of chemicals has broadened, until now every single one of the 72 industrial groups listed by the Department of Commerce is a consumer of the chemical industry's products. Or in terms of the prosperity of our own state, we can point to the fact that chemicals in New York, at the most recent count, employed 75,000 people and stood sixth in rank of value added by manufacture.

The impact of these things is not always easy to see, because most chemicals—unlike steel or oil or cotton—tend to be invisible in the finished article or are not popularly thought of as essentially chemical. A nylon bed sheet doesn't announce its chemical an-cestry, nor does bacon from a pig who fattened on chemically sup-plemeted feeds. Because of this, it is of special importance to us in the chemical industry to show the public that progress in chemicals is intimately related to their own lives, to the satisfaction of basic human needs. It is this relationship which determines our growth—just as it determines the growth of any industry.

What has chemistry done for food, health, clothing, shelter—the primary creature require-

hat has it done about transportation and communication and ct.ler3 in.ngs that are nearly as fundamental to American life in the 20th century?

#### Chemicals and Food

Food is first, and in its production, processing and preservation, chemical products and techniques have helped work near miracles since 1914. Hand in hand with farm mechanization, today's use of chemical fertilizers, seed fumiof chemical fertilizers, seed fumi-gants, insecticides, weedkillers, fungicides and feed supplements enables fewer farmers to feed an additional 66 million people, though available acreage has in-creased very little. The future significance of this accomplish-ment can reach far beyond our ment can reach far beyond our own borders, into areas where malnutrition is rife and men play power politics with meal tickets.

Let me give an example of how this works.

Back in 1914—at least away from the farm—chicken was a delicacy for the most part to be enjoyed by only the upper income brackets on Sunday. But last year we raised about three billion broilers and during a good part of the year chicken was the cheap-est entree in the markets. Chemicals contributed in several ways. The addition to poultry mash of man-made vitamin D, formerly supplied only by sunshine, the proper us of sanitary chemicals, and the control of infectious disand the control of infectious diseases with medicinal chemicals, enabled the chicken farmer to raise his birds in confinement, thousands to the acre in multistory buildings. By enriching grains and farm wastes with synthetic amino acids and vitamins, the farmer game his charges for the farmer gave his charges far more nutrition at far less cost.

But chemistry didn't stop there, though with new feeds, the birds though with new feeds, the birds grew furiously and in great good health. The next step was the discovery that antibiotics—just a teaspoonful of them in a ton of feed—would cut mortality rates 10%, boost growth rate 10%, and since the birds get maximum value out of their feed, cut down the amount needed 10%.

Someone has figured out that

Someone has figured out that if all hogs and chickens were given this supplement, farmers given this supplement, farmers would save about \$50 million a

We hear a lot these days about the prospect of starvation for the world of the future because the birth rate is up to the point where each day brings into the world 70,000 more mouths to feed—and from limited acreage. With head-

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# Mexico's Changing Attitude Toward Foreign Investors

On September 20 a special dispatch on the financial page of the "New York Times" brought word from Mexico that the authorities

authorities
there had
agreed to
grant the
Canadiandomiciled
Mexican
Light and
Power Co.
Mexico's
largest
privately
owned public
utility enterutility enter-prise — rate rise — rate n c r e a s e s



averaging Herbert M. Bratter 21.2%, to take effect October 1. The increase, the dispatch reported, was intended to compensate for the adverse effect on the company's earnings due to the devaluation of the peso last April.

To quote from the news item: "This is a far cry from the conditions that prevailed only a little more than a year ago, when the company was at loggerheads not only with important sections of the Government but with the powerful electricity workers union. There was considerable talk then of possible nationalizaof the industry, a possibility that is scarcely even mentioned any more."

The article went on to say that both sides had contributed to the both sides had contributed to the changed atmosphere and that the Mexican Government "appears to have realized that kind words about foreign capital and private enterprise would be judged mainly by action rather than by what officials said in public what officials said in public speeches." The company in turn has continued without interruption its expansion program, which is vital if the service is to keep pace with demand.

Since the recent annual governors meeting of the World Bank and International Monetary Fund brought together in Washington various Mexican and American officials concerned with inter-national investment and also Gennational investment and also General Wm. H. Draper, Jr., present Chairman of the company, it seemed an opportunity to gather comments on the significance of the rate increase. Would it be fair to conclude that it signifies a real change in Mexico's attitude toward the investments of private citizens, Mexicans as well as foreigners, in public utilities and other enterprises vital to the development of that fast growing nation? Specifically, will similar treatment be accorded to other treatment be accorded to other utilities in the fields of power, ital from abroad? I think they By HERBERT M. BRATTER

Mr. Bratter maintaining Mexico's recent compensatory rate increase to largest foreign domiciled privately-owned utility enterprise is highly important, cites its encouraging reception by our Government and World Bank officials, as well as company spokesmen. On question whether move goes as far as it should to make investment attractive to private Canadian, American and other foreign capital, concludes answer largely depends on Mexican public which pays the bills. Cites economic study as indicating rate structure is more important than financial promotion to electric energy industry's future.

a large expansion program, be ready repatriation of principal able to count on further upward and at lactive return," he conrate adjustments if circumstances tinued. There must be fair dealwarrant? Will the company, ing by the host country and whose common stockholders went assurance that, once the undertakfor decades without a dividend, ing has been successfully launched, be able in the future to count on the government concerned "will regular takehome dividends in not go back on their bargain and

These and other questions the to enlarge their fair share of the writer put to various prominent persons interested in the matter, with the results reported below. It should be noted that the writer was unable to find at the Washington meetings any Canadian who felt well enough informed on the subject to offer comment.

These and other questions the to enlarge their fair share of the point persons which the joint persons was begun."

Eugene Black Quotes

a Mexican

Mr. Eugene Black, the World Bank's President, in the course of his opening address to the Board

### Secretary Humphrey's Speec's

Addressing the IBRD's panel on foreign investments in Washington on Sept. 28 Secretary of the Treasury Humphrey offered

some observa tions which form a background for the Mexican policy discussed in this review. vestment is not made for philanthropic easons, he stated, but for profit that is freely available to the investor on



George M. Humphrey

principal that is safe. He referred to the effect on foreign investors of national-istic trends and discrimination jeopardizing the principal or slowing down the income of in-vestors. "The old saying that 'actions speak louder than words' was never more apt," he added.

"No country can reasonably hope to attract foreign investors if its own savings are seeking shelter abroad. . . . What are the policies which attract private cap-

their own currency — Canadian through direct action or ruse or dollars?

These and other questions the to enlarge their fair share of the

his opening address to the Board of Governors at Washington on

Sept. 25 gave a rather draof what electric power detric power velopment is backward areas. After discussing the wide range of changesin various dis-tant lands wrought by IBRD loans, Mr. Black continued:



"Let me give you one illustration of what I am taking about. private capital and it will en- the previous rate of earnings, that

communications and transporta- can best be summed up in a sim- the Federal Electricity Commistion? Will "Mexlight," engaged on 'ple way: security and the right of sion in Mexico—and the installal a large expansion program, be ready repatriation of principal tion of a small diesel power plantable to count on further upward and atlactive return," he con- of only 600 kilowatts generating sion in Mexico—and the installa-tion of a small diesel power plan of only 600 kilowatts generating capacity. We financed the instal-lation of this plant in the rural town of Tecuala, in Mexico's west coast area. In three years' time, here are some of the retown of sults: Industrial users of electricity in Tecuala have risen from just three to 33; the town has acquired a public library, a daily newspaper, a radio station, and a night school; Tecuala's popula-tion has trebled, and the number of students in its schools has increased seven times. The municipal hospital has installed reringerators and a modern fluoroscope — the only one within a radius of 60 miles. The mayor of the town recently said: 'I have witnessed our emergence from the dark ages into an age of light.'"

#### **General Edgerton Comments**

In view of the Export-Import Bank's long and considerable relations with Mexican development the comments of its present managing director, General Glen E. Edgerton, are pertinent. Of the rate increase granted Mexlight in September he informed "Chronicle"

tent of the Mexican authorities The increase in rates has been to accord equitable treatment to for the purpose of maintaining It concerns one of our loans to courage foreign investors to make

additional investments in that great country.'

# Views of Sr. Martinez-Ostos of Nacional Financiera

Nacional Financiera is Mexico's official industrial-development bank with a large voice in power development. Nacional Financiera



Mr. Marti-nez-Ostos, Vice-Presi-

Vice-President of Nacional Financiera, therefore is one whose statements concerning the recent rate action merit attention. Moreover, Mr. Martinez-Ostos is at the same time a member of the official Investment Committee established vestment Committee established to study and coordinate public investment in Mexico, and of a special Government Committee of three appointed to study the electric power needs of Mexico and how those needs should be and how those needs should be financed. He explained that he could speak only in his personal capacity and his views do not necessarily reflect those of his colleagues in Mexico. Our questions to Sr. Martinez-Ostos and his replies were as follows:

(Q) What do you deem to be the main significance of the re-cent rate increase for the Mexican Light and Power Co. as it bears on the availability of additional foreign capital for further Mexican development?

(A) "The recent devaluation has increased costs in Mexico. To Mexican Light and Power it "This creditable action constitutes further evidence of the initial ings in terms of foreign exchange." means also a reduction in earn-

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# We Must Abolish Exchange Controls

By PROF. DR. LUDWIG ERHARD\*

Recently, many countries have made progress in developing their production, intensifying their in-ternational commerce and in rais-

ing the stand-ard of living of their populations. Above all, in the past, many countries have suc-ceeded in returning increasingly to more liberal forms of in-ternational trade and payments repayments re-lations by ap-plying the strict monetary

principles of and financial policy. At the same time, capital formation and the resources of the securities markets in these countries have in-creased—even at interest rates which are showing a more or less distinctly downward trend. Moreover, in some countries, a tend-ency to export private capital has recently become apparent — a trend which cannot fully develop for various reasons, not the least of which is the inadequate system of international payments.

I should like to express my great pleasure at this gratifying development—not primarily because the Federal Republic has

\*Statement by Prof. Erhard at the discussion of the World Bank's Annual Report, Washington, Sept. 27, 1954.

Minister of Economics, Germany

Germany's economic chief maintains that in many countries basic conditions for convertibility exist now, and the goal will never be achieved if the transition is postponed until every conceivable ideal condition in all countries is attained. Declares hesitation must entail destruction of the economic bases of the national economies of the countries concerned.

Recent years, however, have brought to other countries, whose representatives are present here, a less satisfying development. The decline in the prices of raw ma-terials since 1951 has created certain balance of payments and investments problems for some raw material producing regions.

#### Real Cooperation Needed

In this situation, more than ever, real cooperation is important, and cooperation promises good results. I have studied with great interest the excellent report of the World Bank, which, in a very impressive way, renders an account of its work in the past year. In reading the report I became vividly aware of how unique this institution is, whose funds, jointly contributed by many countries, flow into all continents and stimulate the growth of the econ-

had a part in it, but because it is omies of so many countries. I bemy economic philosophy that it is lieve that here is an example of the world. good for every country when its neighbors, near and far, are prosperous and soundly established.

This place it is an example of the world. This place is an example of the world. This place is an example of the world. This place is an example of the world. dent.

However, we should give some thought to how even better re-sults can be achieved. It has been said repeatedly that the Bank's loans strengthen private capital investment, but that they cannot be a substitute for it. It is of the utmost importance to set in motion again the flow of private capital now that conditions have improved in at least a few coun-

But the foundations must be laid on both sides, by the potential lender and by the potential borrower. International capital movements can only be achieved on the basis of confidence and a workable system of international payments. A lot will still have to be done until it can be claimed that this basis is really estab-lished. Both of them are lacking. Inflationary methods of financing, inappropriate exchange rates and exchange controls are, to be sure, enticing instruments, but they are also more effective than anything else in isolating a country eco-nomically from the assistance and the stimulus of the countries

Doubtless not all member countries of the Bank and Fund are in a position to make their cur-rencies convertible to the same extent or at the same rate of speed but neither can there be any doubt that in a large number of countries the basic conditions for convertibility are actually present. It is my firm conviction that as long as exchange control prevails in the free world it cannot be truly free and none of us will attain that degree of national economic efficiency which is necessary to get rid of the danger of collectivism once and for all. As long as the exchange control exists, the evil of bilateralism cannot be overcome and there will not be that wholesome pressure inherent in a system of true order, which makes for sound national economies. If we are to postpone the transition to convertibility until the ideal pattern of all conceivable conditions in all countries is achieved, we shall not be truly free and none of us all countries is achieved, we shall never attain that goal; it seems to me, on the other hand, that the favorable as at this phase of a striving to cooperate in the Bank's Springs, Calif., in October.

brisk business activity throughout

### High Responsibility to Act

This places a high responsibil-ity and obligation upon the counity and obligation upon the countries which are ready for convertibility to proceed to the act of liberation, for their hesitation means simply an encouragement of the continuation of those questionable practices which, to the detriment of the countries themselves, destroy more and more the economic and financial bases of the national economics. Courage the national economies. Courage to achieve order and liberty has always been rewarded, and I have noticed with great satisfacnave noticed with great satisfac-tion on my own travels abroad and overseas that there is nearly everywhere a vivid desire for order and free multilateral eco-nomic relations, even in some countries which still lack strength of their own. The transition of the countries which are ready for convertibility to that world-wide system of order would, I firmly believe, be so strongly attractive believe, be so strongly attractive that I can see only in such a policy the guarantee of a truly economic integration of the nations of the free world. Such a policy would also contribute to overcoming the sins and strains of trade policy which still prevail—in fact, it would actually enforce their spolition. enforce their abolition.

### Discipline Needed

Discipline in financial and credit policies is inherent in a system of free convertibility of currencies. Convertibility is also the only international payments system permitting free international capital movement, so the fact that the Annual Meeting of the Bank and Fund is held jointly has more than just superficial meaning.

In view of the steadily increasing capacity of various countries for capital export, it should be ascertained to what extent the Bank, in accordance with its purposes as described in the Articles of Agreement, will be in a position to stimulate private investment in the future by assuming guarantees.

In closing, let me say just a few words on our country's cooperation with the Bank. Naturally, it has not yet attained the intensity of the work of other countries which have had the privilege of being members of the Bank for a conditions for it were never so longer time. We are, however,

work insofar as it lies within cur power to do so. The Federal Republic of Germany will, through release from its 18% quota, contribute to the lending capacity and it has already begun to release these funds. If this amount is not so large as I should like it to be, that is because the capital market in the Federal Republic is very small and in my country there is still considerable demand for domestic investment which cannot be fully satisfied. Nevertheless, we are endeavoring to support the purposes of the Bank by other means as well.

### **NSTA Thanks to STANY**

"The welcome accorded the registered members of the National Security Traders Association when they arrived in New York City



from their 21st Annual Convention at Atlantic City was incomparable," said Mr. Clark.

"On behalf of our members, I want to thank the Security Traders Association of New York for their generous hospitality.

"The officers and committee members are to be congratulated on the perfection of each function planned for our entertainment.

"We regretted leaving your delightful city and look forward to seeing you all again at our 22nd Annual Convention in September, 1955."

Phillip J. Clark,

Amos C. Sudler & Co., Denver, President of the NSTA.

### **NSTA Convention Dates Announced** For 1955 and 1956

The National Security Traders Association has announced that the Annual Convention for 1955 will be held at Mackinac Island, Mich., Sept. 13-16.

In 1956 the Convention will be held at El Mirador, Palm

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# The New Federal Housing Law

By NORMAN P. MASON\* Commissioner, Federal Housing Administration

Commissioner Mason, after referring to the popular outcry against "wind-

falls" in the housing program—which gains, he states "are out, as far as I am

concerned"-holds, however, new housing legislation now offers windfall op-

portunities to the people who want to buy or rehabilitate homes. Explains new provisions of the recent Housing Act, and says FHA has a mandate to

By this time, I'm sure that you and everyone else who reads the newspapers and the magazines and everyone who has radio and



I've been living in a gold-fish bowl since I went to work for the FHA last April 13.

I want to make it clear that I'm not complaining. This is as it should be. The FHA belongs to the people and so the people should

be kept informed.

# New Housing Law Offers Windfalls to the People

I've been reading my dictionary and I find that a windfall is "an unexpected legacy or other gain." Quite frankly, I do not believe that the American people are yet fully average of the legacy which fully aware of the legacy which has been bequeathed to them by the Housing Act of 1954.

the Housing Act of 1954.

Their's is a real windfall in the very best sense of the word—and it is not by accident. It is a windfall, a legacy, a gain which if they will take it they can keep it, too. President Eisenhower asked for that kind of program. The Congress gave it to him.

The President a few days are

The President a few days ago cited housing as an example of the fact that this Administration has not placed the pocketbook above the heart—that his is a hu-

man Administration.

He said the housing measures enacted by the Congress . . . and the programs of this Administration which will be fought through to the finish . . . will make certain that every American family

tain that every American family has an opportunity for a decent home, a home in a good neighborhood among good citizens.

In fact, the President pointed out, one of the greatest reasons for the housing program is to produce good citizens, to remove and eliminate those conditions that make crime and disorder rampant in certain sections.

In my job, I am concerned—just as you are in your business—with what I can do to help the man who is buying a home for his

man who is buying a home for his family or who is improving his present home.

He's the man who keeps our mills and factories humming, turn-

\*From an address by Commissioner Mason at the Second Annual Marketing Conference of Building Materials and Equipment Producers, New York City.

television knows that

return to fundamentals and raise housing standards. ing out not only the materials for \$20,000. These changes will help flooring and foundations but also our families to have better homes. the furnaces and the furniture and the other items that go into our loan has been extended to 30

He's the man who, in making his investment in his community, has become a more substantial citizen of this country of ours.

Yes, he's really a big man. And because he is, we must think big ... plan big ... and act big as we serve his needs.

Thanks to President Eisenhower

and the Housing Act of 1954, we now have a program which will permit us in FHA—and you in industry—to do this. We now have the tools in FHA to help more American families to be better housed.

#### The New Housing Legislation

The New Housing Legislation
In my opinion, we now have the most practical housing legislation this country has ever known. I am confident that it will stimulate record activity both in the construction of new homes and in the rehabilitation of existing homes. It will permit you to expand your profitable markets. It will permit you to do an even better job of serving the American people than the good job you now are doing.

are doing.

For the first time we have a For the first time we have a coordinated housing law. It benefits every one of the fields of housing: New—existing—urban—suburban—rural—property improvement through open-end mortgages, as well as under the modernization program.

A whole new reservoir of potential home owners has been tapped by the lower down payment requirements. The minimum down payment on a \$12,000 home, for example, now is \$1,200—just half what it was under the previous legislation.

The law puts fresh emphasis upon quality. The required down payment for a \$17,000 home today is only \$50 more than the down payment formerly required for a \$12,000 home. Furthermore, the limits on the amounts of mortgages for individual homes have been increased — from \$16,000 to

monthly payments will be smaller.

FHA has been given new authto insure mortgages on lower cost homes to help those whose needs are greatest. Under the old low-cost home program, the maximum mortgage was \$5,700. Now it is \$6,650.

I want to digress for a moment here to tell you about a housing tour I made just a few days ago in one of our western cities. I in one of our western cities. I was being shown a development of houses in the \$20,000 class, all brand new. They were nice homes and yet I could not help but observe that they were so close to each other that the kitchen of one was practically in the living room of the one next to it. And yet they were in a neighborhood yet they were in a neighborhood bordering upon the wide open spaces for which the West is famous.

Adjoining the new development was another group of older and more modest homes. The pride of ownership in the older develop-ment was very evident. All of the homes were well kept and all were well landscaped. There were flowers in bloom. The lawns were spacious and beautiful.

I thought to myself that the owners of the new homes might have reason to be envious of their neighbors—people who showed through their own efforts how much they loved their homes and who as a result had built added value into the homes.

The period for paying back the loan has been extended to 30 years. This means the buyer's monthly payments will be a substituted. citizen who wants to borrow money for a home from his local lender will be much more likely to get it. This will channel money into the small communities. It will make more mortgage money available to minority group families.

The President and the Congress have given us the tools to make available substantially the same FHA benefits for buying older homes as those provided for buy-ing new homes. On a \$6,000 older home, for example, the down pay-ment under FHA now is only \$600 —just half the former amount.

This will encourage the enlargement and modernization of homes and the purchase of larger older homes. It will permit the people to trade in their old homes for re-conditioned "like new homes."

It is a known fact that, despite the current construction of more than a million homes each year, Americans spend almost as much to maintain and rehabilitate existing homes as they spend for new homes. And why shouldn't they be concerned with the preservation of their properties? The home is usually the largest single investment any family ever makes. And the total estimated value of America's 40 million homes today is in excess of \$400 billion—24 times the value of all the gold at Fort Knox. than a million homes each year.

the gold at Fort Knox.
When a new furnace, a new roof, new bathroom fixtures, a new kitchen, a fresh coat of paint

or possibly some other repairs will make it possible to save a home which is deteriorating, the FHA now is prepared to assist infinancing the job.

For the first time, the new law

For the first time, the new law permits the FHA to go into neighborhoods threatened by slums to insure mortgages for the construction and rehabilitation of homes. The new emphasis is upon saving all properties which are worth saving.

It is good business as well as good citizenship to arrest slum growth. It is also good business as well as good citizenship to prevent slums before their symptoms

vent slums before their symptoms

# A Brand New Tool for Home Remodeling

The Housing Act of 1954 adds a to bring our older homes up to 1954 standards. It is the open-end mortgage—so called because it allows the outstanding balance of the mortgage to be increased to the mortgage pay for repairs, improvements or additions to the property. Where state laws permit, FHA-insured mortgages may now contain such a provision.

There's also the FHA home im-

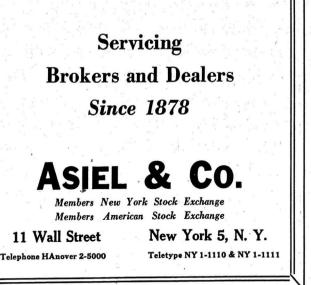
There's also the FHA home improvement program which enables the home owner to obtain up to \$2,500 to enlarge, modernize or repair his property.

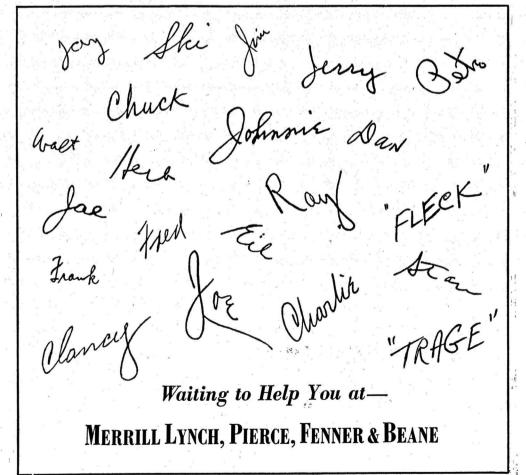
These, then are some of the new tools which have been given to the FHA to enable more American families to live in better homes. In handing them to me, both the President and the Congress have told me to make the FHA work for the benefit of the people of America. I'm going to try to do this.

As I see it, we were assigned the job of correcting abuses which had crept into the FHA's program. Beyond this, however, we were assigned the job of taking a fresh look at the housing needs of the people and then to the job of doing something about them.

We now have in the FHA the complete set of tools we need to do a better job of improving the housing standards of America. Now it's up to us—with the help

Continued on page 18





# Report of Municipal Committee

The Municipal Committee of the National Security Traders Asso-ciation, whose Chairman is Lud-well A. Strader, President of well A. Strader, President of Strader, Taylor & Co., Inc., Lynch-burg, Va., submitted a Report at the Association's 21st Annual Convention in Atlantic City.

The full text of the Report fol-

The municipal market during the past year has been one of unusual strength. The Bond Buyer averages manifested this upward



sion and at-

Ludwell A. Strader tempts by Virginia's Senator Byrd to fore-stall such action. The rise in limit was termed a temporary increase. The plethora of turnpike issues helped to pace this strong market with the issuance of large blocks such as New York Thruway, Pennsylvania, Massachusetts and Connecticut Turnpikes, all of which were marketed in short order and have moved to a premium in most cases. The insatiable demand from institutions, banks and pension funds and the rise in buving power of the individual investor has pushed prices of toll bonds upward. The added impetus of Federal Housing issues, with a AAA rating and a Federal guarantee of principal and interest, gave the high grade and interest, gave the high grade investor his choicest item.

While apparently not necessary as a stimulant to the market, which was strong in its own right, the Federal lowered reserve re-quirements and this move added underlying strength.

There were many offerings of

Committee Chairman Ludwell A. Strader calls attention to strong and active municipal bond market in past year, induced by resumption of easy credit policies of the Federal Reserve. Notes large volume of municipal revenue bonds and fact that such securities are steadily becoming more acceptable as investments for both commercial and savings banks. Furnishes summary of toll roads in service and under construction.

unusual specifications such as the school boards and officials has exempt field, and amount in exGeorgia School Building Authority, a bond which provided funds for schools, which in turn are leased to political sub-divisions. The year's guessing game for been most prominent in the tax
SUMMARY OF TOLL ROADS

school boards and officials has exempt field, and amount in exbeen the cost of borrowing money. cess of two billion.

Corgress hascled with the tax age population and inadequate incatment of municipal industrial development revenue issues. Included in a tax bill was a disallowance of deduction from gross income of deduction from gross income of municipal revenue of amounts (studed in a tax bill was a allowance of deduction from gross income of municipal revenue of amounts (studed in a tax bill was a part).

income of amounts (such as rent) paid or accrued by the industrial lessee, for the use of property financed by municipal industrial revenue bonds. The Senate Finance Committee eliminated that provision from the tax bill and rendered the following comment:

"Your Committee while not concerned with this problem believes that further consideration needs to be given to it before any attempt is made to provide legislation. It is not clear, for example, whether the denial of rental deduction to the lessee is the best approach to the problem. Nor is it clear that the abuse referred to arises only where revenue bonds are used to finance the property. Moreover a number of problems arise out of the House provision, where property is used for what is generally considered a public purpose, such as an airport, but as an incidental use some of the property is rented to private manufacturers."

The market strength has brought forth many projects and programs that have been withheld pending a good market. The politicians of many states are preparing bonus plans for the veterans. A recap of this situation is interesting to observe. To be submitted to the electorate in November are such large issues as 80 million in Michigan for Korean Veterans, 175 million in California, 100 million in Maryland, and pending large issues in New Jersey, Rhode Island and Montana. Issues were

Specialists in

killed in Colorado, Ko New York and Oklahoma. Kentucky

New York and Oklahoma.

Municipal revenue bonds are steadily becoming more acceptable as investments for both commercial and savings banks. On the legal list in New York State, a profusion of these issues are in the eligible sector. With a factor such as this becoming more evident the multi-billion dollar load programs should have easier railing. Congress, with White House endorsement, is raising Federal highway funds to more than 850 million for fiscal year of 1956 and with states matching these funds, a stepped up construction program of 1,700 billion struction program of 1,700 billion is in the making. The accompany-ing compendium on toll roads in

ing compendium on toll roads in the country both completed and in the offing shows the impact of the toll era.

The fact that individual investments in the past year have reached a high level is of interest to both the municipal and corporate segments of our industry. Municipal purchases by individuals has doubled in the past year uals has doubled in the past year, due to the higher yields offered by revenue issues along with the search of tax shelter. The individual investor purchased 1.4 billion in stocks and 2 billion in bonds, 1 billion in governments and 300 million in savings bonds.

With the constant program of education of the individual investor and the apparent supply of bonds suitable to this type of buyer it is certainly a green light for future business in an industry which serves so many needs of today's economy.

Respectfully submitted,

#### NATIONAL MUNICIPAL COMMITTEE

Ludwell A. Strader, Chairman Strader, Taylor & Co., Inc., Lynchburg, Va.

J. William Roos, Vice-Chairman MacBride, Miller & Co., Newark, N. J.

David H. Callaway, Jr. First of Michigan C tion, New York City Corpora-

John W. Clarke John W. Clarke, Incorporated, Chicago, Ill.

Continued on page 17

SUMMARY	OF	TOIL	POADS
SUMMMARKI	OL	TOTT	ILUMDIS

Name— I	Length, Mile	es Cost
Toll Roads in Service	840	\$ 674,000,000
Toll Roads under Construction	1.081	1,497,000,000
Authorized Toll Roads	3,056	3,573,000,000
Other Projected Toll Roads	1,927	2,075,000,000
	6,904	\$7,819,000,000

#### TOLL ROADS IN SERVICE

Name—	Length, Miles	S	Cost	
Overseas Highway (to Key West, Fla.	) 122	\$	8,500,000	
Pennsylvania Turnpike	327		240,750,000	
Westchester County (N. Y.) Parkway			25,000,000	
Merritt & Wilbur Cross Pkways. in Co	nn. 67		38,000,000	
Maine Turnpike	44		20,600,000	
Buccaneer Trail, Florida	17		4,600,000	
New Hampshire Turnpike	15		7,500,000	
New Jersey Turnpike	118		285,000,000	
Denver-Boulder Turnpike	17		6,000,000	
Turner Turnpike (Oklahoma)	88		38,000,000	
	840	\$	673,950,000	

### TOLL ROADS UNDER CONSTRUCTION

Name—	Length, Miles	Cost
Maine Turnpike Extension	66	\$ 55,000,000
New Hampshire, Mass. Line to Conco	ord_ 40	26,000,000
New York State Thruway		500,000,000
Southern State Parkway, New York.	13	*40,000,000
New Jersey Turnpike, Hudson Co. Ex		104,000,000
Garden State Parkway, New Jersey		285,000,000
Penna. Turnpike, Delaware River Ex	t 33	65,000,000
Ohio Turnpike	241	326,000,000
West Virginia Turnpike	88	116,000,000
	1,081	\$1,517,000,000

<sup>\*</sup> Cost of widening only.

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# Report of Corporate and Legislative Committee

In presenting the report of the Corporate and Legislative Committee at the NSTA Convention,

Committee at the NSTA Conv Committee Chairman R. Mosley, Vice-President of Stroud & Co., Inc., Philadelphia, stressed the importance to the securities in-dustry of the passage of Public Law 577 providing for amend-ments to the Securities Acts. This was memorable



a memorable event, Mr.

Mosley noted, not because of the amendments per se, but for the reason that it marked the first changes made in the laws and thus may be the forerunner of other "important changes from year to year" year to year.

Text of the Committee's report

Committee Chairman R. Victory Mosley says that insofar as the securities industry is concerned the current year is an outstanding one in that it brought about, through passage of Public Law 577, some relief from the onerous restrictions of the Securities Act. Terms development a memorable event for the industry not so much from the viewpoint of the actual changes made in the Acts but in that it was possible to get Congress to amend the laws "and, perhaps, blaze the way for other important changes from year to year.'

in 1933 and the Securities and Exchange Act and other legislation in subsequent years, there have been numerous objections to certain aspects of these laws both as to the legislation itself and the interpretation and enforcement thereof.

For many years, officers and committees of many of the trade associations of the securities busiassociations of the securities busi-ness, including our National Se-curity Traders Association, have worked with these problems and many meetings were held with Commissioners and others associated with the Securities and Ex-The year 1954, in so far as leg-islative matters concerning our means and methods of improving business and the rules and reg-ulations under which our industry operates can well be considered progress was being made and that an outstanding one. Ever since at least in part, the more burden-

Commission in Washington, the occurance of World War II and congress, both during and following the war, all, or at least in part, were responsible for a lack of actual accomplishment.

However, under the leadership of the present Chairman of the Securities and Exchange Commission, Ralph H. Demmler, actual accomplishments have taken place. Public Law 577, which was signed by President Eisenhower on Aug. 10, 1954, will become effective on Oct. 10. This law amends the Securities Act of 1933. the Securities and Exchange Act of 1934, the Investment Company Act of 1940, and the Indenture Act of 1939.

This should be considered an outstanding event in our industry; not so much from the view-point of actual changes that have been made but the fact that at least it has been possible to get through Congress amendments and, perhaps, blaze the way for other important changes from year to year. cooperate is exemplified by the

The Securities Act of 1933 is amended to allow a more workable method of selling new issues of securities in compliance with the Prospectus requirements of

the passing of the Securities Act some and, to our minds, unwork- the Act. This has for years been able phases of the legislation a touchy point with underwriters would be amended. However, constant changes in personnel of various committees, a recurrent of our business and it is sincerely change in the makeup of the hoped the changes will make for a more practical solution. Of particular interest will be the activity permitted during the waiting period from the date of filing a registration statement until its effective date. An expanded use of the preliminary "Red Herring," a broadening of the "Identifying Statement" and an enlaregment upon the usage of "tombstone" advertising are expressly provided for under the amendment. Furthermore, the period in which Prospectuses must be delivered with all sales will be reduced from one year to 40 days.

> The Securities and Exchange Act of 1934, the Trust Indenture Act and the Investment Company Act had minor changes.

I am happy to report that the Securities and Exchange Commission has shown a willingness at all times to cooperate in meeting the problems that arise and the best indication of their wholehearted desire to understand and

fact that at this Convention, we have in attendance to participate in our meetings and activities, the Chairman of the Commission, all four other Commissioners, and six representatives of the staff. Your Chairman cannot recall any meeting of our Association or other groups in the securities business where such a complete participation has taken place.

The year 1954 has also been a most satisfactory one from the viewpoint of business. Without attempting to go into detail, it is well known that the members of our Association have experienced a year of unusual financial activity, of strong and rising markets for not only stocks but municipal bonds, corporate bonds and other classes of securities.

I am indebted to the officers of the Association for their cooperation at all times and to the members of my committee.

Respectfully submitted, CORPORATE & LEGISLATIVE COMMITTEE

R. Victor Mosley, Chairman

J. Newton Brewer, Jr. Rouse, Brewer & Becker, Washington, D. C.

William J. Burke, Jr. May & Gannon, Inc., Boston, Mass.

J. Wilmer Butler Baker Watts & Co., Baltimore, Md.

Walter Mason Scott. Horner & Mason. Lynchburg, Va.

Stanley L. Roggenburg Roggenburg & Company, New York City

Continued from page 16

### **Municipal Committee Members**

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Henry E. Dahlberg Henry Dahlberg & Company, Tucson, Ariz.

G. Powell Davis Willis, Kenny & Ayres, Incorporated, Richmond, Va.

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# **Report of Publicity Committee**

Committee Chairman Jerome F. Tegeler notes excellent coverage given NSTA activities in local and national publications. Suggests Chairman of Committee be resident of New York City or Philadelphia

In presenting the report of the closer contact with the source of William Sweet
Publicity Committee at the NSTA publications for our industry.

Peters, Writer & Christensen, Inc., Denver, Colo. Convention, Chairman Jerome F. Tegeler, Partner of Dempsey-Tegeler & Co., St. Louis, acknowlregeter & Co., St. Louis, acknowledged the widespread publicity accorded the Association's activities during the past fiscal year in local as well as national publications.

Text of the Committee's report

During the past fiscal year excellent cover-



wouldlike to thank par-ticularly the "Investment Dealers' Di-gest," the "Commercial & Financial Chronicle," the "Bond Buyer," and the "Blue List." Their

Jerome F. Tegeler cooperation was invaluable in bringing together the news from our many affiliated regional members.

Our Committee for the past year represented all the affiliates of the National Association.

or the National Association.

I am deeply indebted to my Vice-Chairman, William H. Gregory, III, since, frankly, he did most of the work to see that we received as much publicity as possible on the Security Traders' activities.

I think this is something that should be remembered by the future officers of the organization Joseph Sullivan and that is, in my opinion, the Chairman of the Publicity Committee should be located in New Joseph Refsnes, Jr. York, or possibly Philadelphia, inasmuch as they are in much

In conclusion, I would like to thank the members of the Com- Joseph T. Fuller mittee for their work in obtaining line coverage in local as well as national publications.

it has been a pleasure to act as Chairman of the Publicity Committee and I am very happy Harold Roberts to submit this report.

Respectfully submitted, PUBLICITY COMMITTEE

age was accorded us. The Jerome F. Tegeler, Chairman Committee William H. Gregory III,

William H. Gregory III, Vice-Chairman

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David L. Pindell Lockwood, Peck & Co., Baltimore, Md.

Mrs. Ora M. Ferguson Merrill Lynch, Pierce, Fenner, & Beane, Louisville, Ky.

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Don Clinger Lathrop-Hawk-Herrick Com-pany, Inc., Wichita, Kan.

# **NSTA Memorializes Congress to** Modify Capital Gains Tax Law

Resolution unanimously adopted at 21st Annual Convention requests that law not be applicable in cases where full proceeds of securities sales are reinvested in other domestic securities.

Following is text of a resolution unanimously adopted by the National Security Traders Association at its 21st Annual Convention at Atlantic City, urging that Congress amend the capital gains tax law with respect to trans-actions in which full proceeds of security sales are re-invested in securities of other companies in the United

NOW THEREFORE BE IT RESOLVED that the National Security Traders Association, Inc., at their 21st Annual Convention at Atlantic City, New Jersey, September 25th, 1954, and representing thirty-two affiliated groups and four thousand and thirty-three members, do hereby memorialize Congress to modify the tax laws dealing with capital gains to the extent that all securities sold where the full proceeds are reinvested in other securities of American industry be free of any capital gains tax.

Continued from page 15

# The New Federal Housing Law

The objectives of the National Housing Act have been over-looked in the years of emergen-cies that have followed one after another since 1934. As a matter of fact, the objectives of the law had been moved so far into the had been moved so far into the background that no one could tell me what they were when the question came up at an industry meeting I held about three months ago.

The Preamble to the Act says, and I quote, "To encourage improvement in housing standards and conditions, to provide a system of mutual mortgage insurance and for other purposes.

#### Mandate to FHA

Well, it seems to me that we've Well, it seems to me that we've already established in this very brief summary of the Housing Act of 1954 that there is a mandate to FHA to return to fundamentals and to raise the housing standards. That's the policy which the Act lays down. That's the policy which FHA now has an opportunity to put into effect. put into effect.

of the housing industry—to make home owner to obtain a more liveractive use of them. able house that in the long run will cost him less money. You have a definite part to play in helping America get the new comforts.

In its early days, it was natural that the FHA sought to establish minimum requirements. These, of course, will be continued. But weight will also be given to a broader concept with emphasis upon valuation appraisal.

Since I went to work for the FHA, I have appointed two key officials in the Washington office officials in the Washington office—one a builder and the other an architect — who will help me launch a revision of the FHA minimum property requirements. Each is filling a new position in FHA. Mr. Charles A. Bowser, the former builder, is my assistant commissioner for technical standards. Mr. Neil A. Connor, the architect, is my director of architectural standards.

With the help of the industry.

With the help of the industry, the revision of minimum property requirements is now getting underway.

One objective of the revision in There are plenty of reasons for FHA standards is to give recogthis policy. In revising our mininition in the amounts of FHA-inmum property requirements to sured mortgages to quality conraise the standards of housing in America we will be helping the products, the effect of which will

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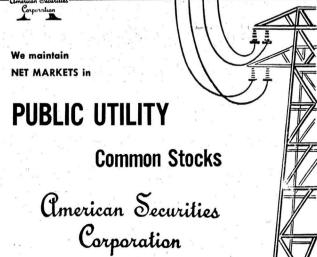
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25 Broad St., New York 4, N.Y. BOSTON CHICAGO HARTFORD PHILADELPHIA the mortgage in lower mainten-ance costs to the consumer.

Another objective is to encourage improvements in the design of dwellings on which there are FHA-insured mortgages. It is not only what a house costs initially which is important to the family occupying it. Equally important is what it will cost to live in it.

FHA, acting in the interests of the home buyer, is going to take a good look at these other costs, such as monthly upkeep, fuel bills and depreciation. Then it seems to me that FHA can and should modify its standards to give greater recognition to quality construction and improved design.

You know, you don't leave room for much imagination in design when you accent only the minimum. You'll probably get the 24-by-36-foot box house that has become institutionalized in the last

I'm not being critical of the FHA homes built to these dimen-In the main, they've been constructed. The houses fall down. But they've didn't fall down. ers who could afford more—if only they had access to favorable financing terms—were obliged to accept less.

Many of the families who reluctantly moved into two-bedroom houses a few years ago are now shopping for larger homes—both snopping for larger nomes—both new and existing—which more adequately meet their requirements. FHA stands ready as never before to help them. You are interested in helping too.

With the new lower down payments and longer terms, we can recognize the need of the growing and expanding family for more space. We'll see more three-bedroom homes and four-bedroom homes from now on. We'll have more storage space, more closet We'll be able to make space. greater use of the new folding

No longer need FHA frown upon outdoor-indoor living as it is afforded by functional contemporary homes. This does not mean, however, that every contemporary fetish is sound nor that FHA should go overboard to approve every innovation. It does not mean that the home buyer will have the opportunity to choose between contemporary and traditional design.

We all recognize that it is more economcial to insulate a house adequately while it is under construction than to attempt to in- the homes they now live in.

be reflected through the life of sulate it after it is completed. We recognize, too, that a well-insulated home will cost less to heat in the winter and to cool in the summer. Certainly FHA must recognize these facts in its appraisals.

> But this matter, like most problems we encounter, isn't quite as simple as it sounds. There are ramifications. For instance, how far should FHA go in approving zone control, with thermostats set at different levels in different rooms, to conserve fuel?

There are other technical considerations which must be studied thoroughly. With the help of the Bureau of Standards of the Building Research Advisory Board and of industry, FHA must learn the answers.

#### FHA-A \$40 Billion Institution

I think you will find it encouraging, however, to know that FHA now is determined to find the answers and to keep abreast of the times. The FHA is a \$40 billion institution with more than 5,000 employees. I think it's about time we began to realize we can't operate a 1954 concern with 1934 methods. methods.

The construction industry, according to the Department of Commerce and the Bureau of Labor Statistics, will compile a new all-time record of \$36 billion in expenditures this year. FHA is an important cog in the construction wheel. What we do, in other words, can have a wholesome effect upon the national economy. FHA will help you too. I am not unmindful of my responsibilities in this connection.

But more important is our opportunity under President Eisenhower's housing program to serve the individual families of America by helping them to live in better homes. Te me, the human values which are inherent in what you and I are trying to do far overshadow the dollar values. Call it 'corny," if you will, but I like to feel that we are making life happier for those whom we are serv-

Under the Housing Act of 1954, we for the first time are giving our families the right to choose between large homes and small homes; between new homes and older homes; between contemporary homes and traditional homes according to their own tastes and financial capacities. We're making it easier for all to have the homes they want. We're making it easier for all to improve

# Report of "Special Rights" Committee

In an interim statement regarding progress made in arranging compensation to security dealers for soliciting the exercise of stockholder's preemptive rights in new offerings, Chairman John M. Hudson points out main purpose of Committee is to determine, on an industry basis, a course of action on the subject.

Association held at Atlantic City, N. J., on Sept. 23, John M. Hudson of Thayer, Baker & Co., Philadelphia,

and Secretary of the Asso-ciation, delivciation, delivered an inter-rim report of the "Special Rights" Com-mittee, which is seeking a solution of the question of obtaining compensation b v securities

M. Hudson

dealers for so-licitation of the exercise of stockholder's pre-emptive rights in relation to offerings of securities.

The edited transcript of Mr. Hudson's statement follows:

It has been a privilege to work It has been a privilege to work on this Committee. Along with the Secretary's work, it has been quite a little job—it has taken a little time, but it is something that I like to do, and I think that any of us, if we really believe in something, will approach the job and accomplish something. Maybe you don't all go along with the thinking involved here, but the principle carried out becomes a dollar in your pocket. dollar in your pocket.

Very few of the other organizations in the business, for one rea-son or another, mainly conflicts of interests as between the members, have seen fit to take a definite stand on this thinking with regard to compensating dealers on rights

transactions.

A little earlier in the year, meetings were held in New York to advance the use of a complete study of the question. The Investment Bankers Association, with the conflict in thought, could not get the study that had been made

At the Annual Convention of beyond the Board of Governors. ne National Security Traders I did, early in the year, get Phil ssociation held at Atlantic City, Clark's approval, insofar as we J., on Sept. 23, John M. Hudson were concerned, to send out a one-page summary pointing up this study which was principally the work of John Childs and Marjorie Cruthers of the Irving Trust Company. I feel that we are the only ones that have gone on record and used the substance of this Study.

A little later in the year we had a post card sent out suggesting that you study and give consideration to the Soliciting Dealers' Agreement in connection with the Philadelphia Electric Com-pany and similar offerings.

The great accomplishment, as I the great accomplishment, as is see it up to the present time, is the fact that the Philadelphia Electric Company not too long ago saw fit to compensate dealers on their offerings. They are generally accepted around the country as being one of the ton utileraily accepted around the country as being one of the top utility companies. You gentlemen should know that the approach to the Philadelphia Electric Company all came about by simply exposing the management to the bibling involved in the Study. thinking involved in the Study implemented by their interest in stockholder relations.

The management consulted John The management consulted John Childs and various others, particularly Mr. Tegen of General Public Utilities Corporation, to get their opinions. As a result, dealers around the country got their 30c a share on Philadelphia Electric and get it are advent beginning. suc a snare on Philadelphia Elec-tric, and got it on a decent basis —in other words, they could man-ufacture the stock — they could build up clients' holdings and sell stock to new names, all under the Soliciting Dealers' Agreement.

As a member of a small organi-

zation, this did not amount to a great deal of money, but it was money that we would not other-

wise have had for doing the work.
Last Friday, even with the late
registrations coming in, and faced

with other Convention details, I took a day off and had the privilege of attending a meeting in New York, at which were represented several segments of our insented several segments of our industry. The main purpose was to try to determine, on an industry basis, a course of action. As a result, we are proceeding on an individual, not an organization basis, to have the results and a whole lot more of the thinking, statistics, and so forth, published very shortly in the "Public Utility Fortnightly," which of course gets right to the top of the utility organizations, and at the moment ganizations, and at the moment we are concentrating on that part of it, so that when we educate the utilities and, we hope, bring them around to the thinking we will have accomplished a great deal. Ultimately we hope to have the industrial organizations doing likewise.

Georgia Power is doing it. That is a little different type of a deal, but the paying of fees helps to get the preferred exchanged.

I do have a copy of a letter—I am not going to read it, because it runs into a little too much time. I would like to have it made a part of the record, however. It is signed by Allan Mitchell, of the Philodelphia Flottrie Company. is signed by Allan Mitchell, of the Philadelphia Electric Company. It is addressed to one of the authors of "Aids in the Financing of Stock Issues with Pre-emptive Rights," and it is the company's opinion, and I might say, a very favorable one, of the results of paying fees, in so far as they are concerned, and to me is a high recommends. and to me is a high recommendation for that type of situation.

Just in closing I would like to say that it has been a privilege to work on this Committee — again I say I like to do it.

Respectfully submitted.

"RIGHTS" COMMITTEE John M. Hudson, Chairman, Thayer, Baker & Co., Philadelphia, Pa.

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	1950	1951	1952	1953	1954	
Net Sales	\$3,229,000	\$7,453,000	\$15,923,000	\$34,377,000	\$27,736,677	
Net Profit Before Taxes	211,000	770,000	1,351,000	3,160,000	2,301,786	
Net Profit After Taxes	211,000	524,000	526,000	1,085,000	1,009,786	
Net Profit per Share	\$.81	\$1.92	\$1.82	\$3.54	\$3.06	
Shares Outstanding*	261,800	272,272	288,608	305,924	330,397	
Working Capital	801,000	1,343,000	2,557,000	4,444,000	5,198,771	
Net Worth	1,681,000	2,153,000	2,638,000	3,667,000	4,600,084	
Net Worth per Share	\$6.42	\$7.91	\$9.14	\$11.99	\$13.92	

\*Increases from stock dividends.

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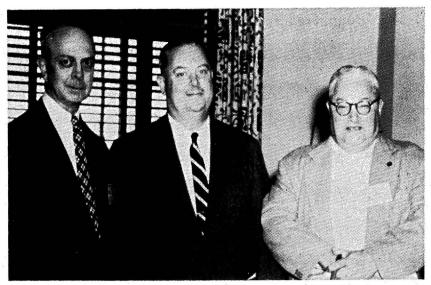
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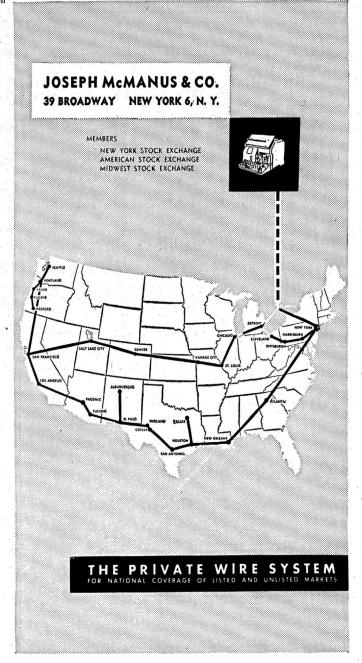
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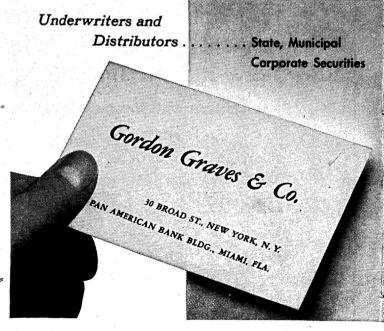
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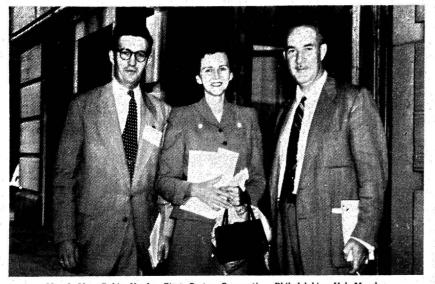
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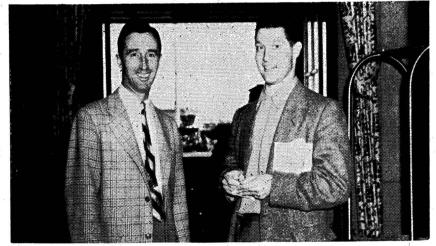
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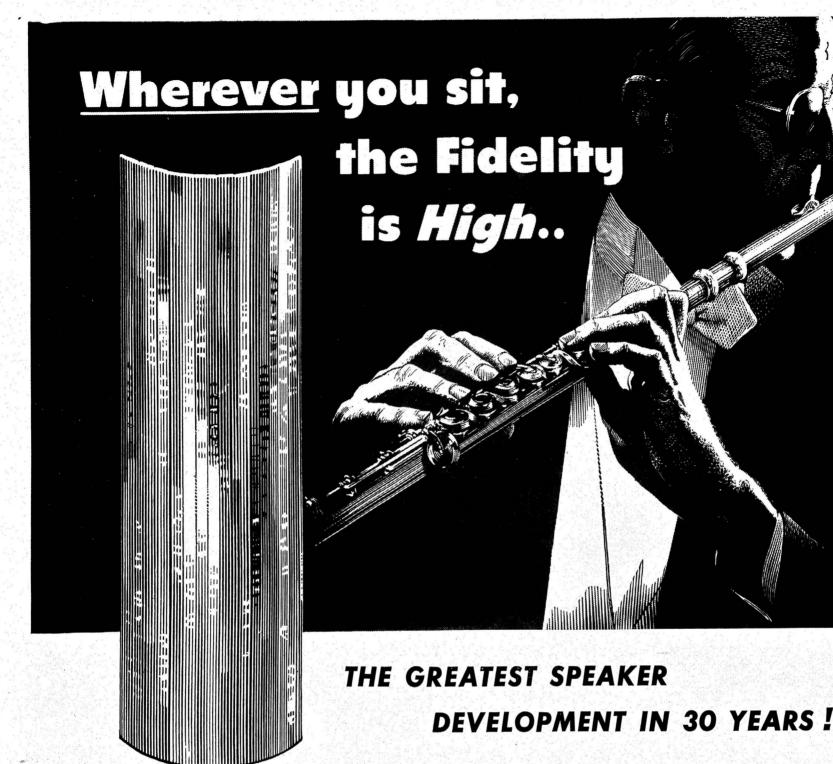
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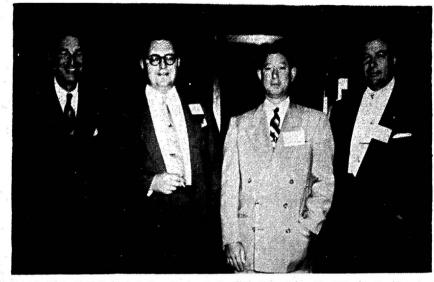
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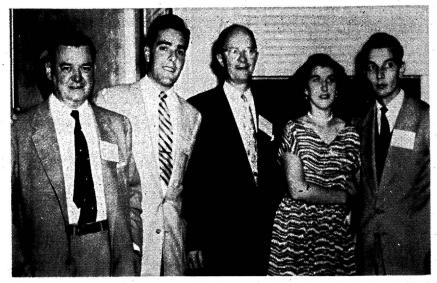
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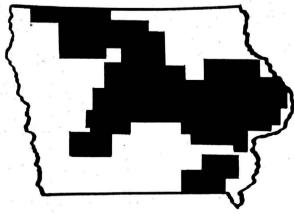
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Continued from page 8

# **Public Utilities and** Area Development

ices. Here is one of the Silver New Jersey has been forward-Budd diesel cars which hit 90 mph. looking regarding highways. This

Going back for a moment, you will easily trace the next phase of area development by remembering how the automobile took cars in which Lew Jacoby courted and clients-on your left.

and are air conditioned — and here is one of the new diesel locomotives replacing the old "puffers" which are picturesque at Public Service have so aptly but expensive to operate.

looking regarding highways. This is a small State and it is the crosslocomotives replacing the old "puffers" which are picturesque at Public Service have so aptly styled it. So we have more highstyled it. So we have more highways and more trucks per square mile than any other State.

America by storm. Here are the Jersey is well woven with highways. We have some 4,500 miles his wife-on your right-and the of Roads, yet the area is only 60 car Lew now uses for conventions miles each way. You will note a vital difference between Southern

New Jersey and the congested times. Eventually, our State did belts of cities between Philadel- legislate, not only limited-access, phia and New York. Here the land but the Garden State Parkway itis nearly half wooded and half in farms—the inland towns are all small towns as we think of that truly American institution. The hundreds of black-top farm-to-market roads built in the '20s and '30s don't carry Lew's Buick and modern trucks at a mile-a-minute

so we've built and improved pikes and there is a new Route 44 Freeway up our side of the Delaware Valley which the Governor dedicated last month.

Here is the fabulous New Jersey Turnpike which Paul Troast told You can see that Southern New about at luncheon today. As he job. said, it is carrying traffic volumes which were predicted for 1982. Way

At the foot of the Turnpike, the Pennsville Ferry was inadequate, and we are fortunate in having the Delaware Memorial Bridge to take its place. This bridge has carried, in its first three years, as much traffic as was predicted for the first 10 years.

Now, coming over here to the Eastern side of our State, we have had a problem in North-South

had a problem in North-South travel. The shore road known as Route 9 could not carry the increasing traffic. Up in the Metropolitan areas, North-South congestion was fierce. So New Jersey and together on the Conder State. got together on the Garden State Parkway and as you know the major portions to Southern New Jersey were opened this summer.

This is a new concept in transportation, and I will leave it to you to judge what this means to area development.

In case any ladies in the audience might think I am talking a metallurgical plant from over-only to the men, there is a story seas. for them in how a parkway is a family affair. family affair.

I want to tell you why this is a family affair because you, ladies and gentlemen, may have problems back home such as we had. This lovely Garden State Parkway might have been just another commercial road had it not been for the ladies of New Jersey who established some new ideals about transportation several years ago. I refer especially to the Garden Club of New Jersey and the Roadside Council.

One club President said in 1943: "We can take neither pride nor pleasure in driving on present roads, bordered by a continuous litter of billboards and roadside shacks. . . ." "Preserve the great natural beauty. . . . Protect and enhance our scenic roadsides. . Make this the Garden State in every sense of the word . . ." said another.

And these valiant ladies would not be turned down, even though legislation failed to pass several

self.

The pledging of State credit berine pleaging of State creative-hind the parkway bonds required referendum approval. And this was indeed a family affair up and down the State. The favorable vote was two to one. Many of you helped us finance the parkway— and we are grateful. and we are grateful.

Although it took many years to get up to this starting point and to forge the ideals of the true parkway, the \$285 million worth of construction you see in these slides took only two years once the highway authority began the

Another family aspect, by the way — we have the only lady Commissioner in the United States.

We are particularly proud of the parkway in Southern New Jersey where we face a whole new era of development. This is tomorrow's transportation today. And we are trying to carry this type of ideal over into other aspects of development.

Coming down the parkway we have a new Ciba plant at Toms River and at Pomona, near here, we have the new Lenox China plant. Down at Cape May Court House there's a new unit of Keuf-fel & Esser.

Going across the State, we find the new Socony Vacuum Research Laboratory at Paulsboro-in the modern idiom. Back again through Hammonton, this type of facility for Raynor door from Illinois and

As I said, the utilities are making sure there will be ample making sure there will be ample electric service for new area development. Here is a generating station Atlantic City Electric Company has just completed to serve du Pont, Hercules, new homes and other phases of Delaware Valley growth. This is one of the Transmission lines making up the backbone of the grid serving all of Southern New Jersey. The substation shown is one that The substation shown is one that reduces the voltage of the transmission line to a usable voltage for consumers. This one happens to be located in Bridgeton.

With it all, our area development program features the real ment program features the real American type of citizen-participation in planning and zoning. We're back to the town meeting type of philosophy—in fact Southern New Jersey never lost it. The ladies are in it with the men, and so are the school students in their essays and studies. We like to say we're developing a new to say we're developing a new frontier—the last of its kind in the East.

I do not believe any generation vill ever see any more drastic changes in ways of living than ours has. The transformation in transportation brought about by the automobile and super-high-ways, the universal use of the electric servant, and many other things are transforming the world.

The key to this surge in area development has been—still is— and always will be, I suppose— transportation. The golden key has been turned in the lock here in Southern New Jersey, and we modestly - yet honestly feel we are opening the door to even brighter days ahead.

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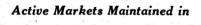
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# A Report of Progress

Expansion of facilities in the area served by the Mountain Fuel Supply Co. was the greatest last year in the Company's 25-year history. Territory includes Salt Lake City, Ogden, Provo and 43 other cities and towns in Utah and 6 in southwestern Wyoming.

Number of customers last year increased 10.7 per cent over the previous year, from 93,873 to 103,934. Gas sales increased 9.6 per cent to 41,621,365 MCF. Gas reserves available for market requirements increased 85%.

The Company owns producing properties which supplied 71.5 per cent of natural gas requirements for 1953. It owns 457 miles of transmission mains. The distribution system consists of 2300 miles of mains and service lines.

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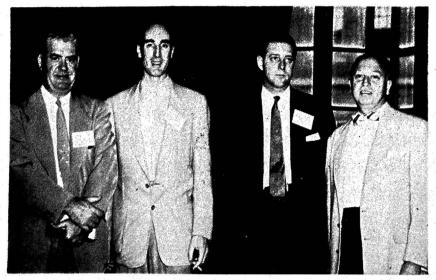
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### New Jersey Turnpike's **Phenomenal Success**

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We had before us during this period of construction, and prior to opening, a prediction by our traffic and revenue experts that our Turnpike, based on the history of similar toll projects, would not cover its expenses during the first year of correlies. first year of operation. In spite of this the Commissioners de-termined that it could and would be different.

> To this end, and to familiarize the people of New Jersey and of our 47 sister states with the fact that the Turnpike would be opened to traffic in November of 1951, we initiated at the very beginning a public information department and dramatized our every act. Every medium of com-munication throughout the coun-try carried the story of the Turn-pike from the day we first met. It was one of the most successful programs of public relations ever indertaken.

The Commissioners and our staff participated, too, in carrying the Turnpike message to hundreds of talks before service clubs, political gatherings, engineering groups and others, both in our own State and in the adjoining States. All this was done at a very nominal expenditure.

New Jersey geographically is

New Jersey, geographically, is a small state, ranking in area 45th among the 48 states. Population-wise it ranks ninth among the States. As a factor in the overall economy of the United States, it is most important and

Its Dream Road" summarized this ranks sixth in industrial production and ninth in the payment "If the Commissioners want a of the total Federal tax bill.

Traffic-wise it is considered a "corridor" state because of its geographical location. It lies between New York and New England and the South and West. . . . between the first and third largest cities in the country, New York and Philadelphia. We have a problem of out-of-state through traffic which is not matched anywhere in the United States. The Turnpike was built to solve, in part, this extraordinary problem and it is performing it well.

#### Operations Phenomenally Successful

Ever since opening the Turn-pike to traffic in November, 1951, our operations have been phe-nomenally successful. At the time nomenally successful. At the time of our financing it was predicted that in the first two years of operation — 1952 and 1953 — the Turnpike would carry an estimated 16,350,000 vehicles. Actually we carried 40,000,000 revenue vehicles — about 2½ times the estimate of the independent appropriate August 1950,000 and this abnormal engineers. And this abnormal traffic has been the experience

traffic has been the experience ever since opening.

In this year's first eight months we carried 16,700,000 vehicles. This is more than the engineers estimated for all of 1954, of 10,-100,000 vehicles. For all of 1954 the traiffc will approximate 25,-000,000 vehicles. This tremendous traffic of course has posed many traffic, of course, has posed many problems, not the least of which has been the need for constant expansion of our facilities in order to keep pace with it. We have had to enlarge our toll facilities, service areas, parking areas, and do many other corollary things incident to that expansion, without considering increased personnel in toll audit,

and comparing these predictions, and comparing these predictions with actual operating results, it is only fair to say that the New Jersey Turnpike is unlike any other toll road ever constructed. It is the first such highway ever built in a metropolitan area. At the time the estimates were made.

toll collection, police and maintenance forces.

In evaluating any predictions, and comparing these predictions these were not, in any way, comwith actual operating results, it is only fair to say that the May pike

The average trip on the New Jersey Turnpike is about 40 miles which indicates that a substantial

Continued on page 80

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### New Jersey Turnpike's Phenomenal Success

volume of the traffic is of a "commuter" nature. During 1953, significantly, only 5.57% of the traffic used the full 118 miles. Every traffic count has indicated that 60% or more of the vehicles paying tolls, and using the Turn-

Woodbridge interchange serving our North Jersey shore communi-ties. The financing for this wid-ening in all probability will come later this year, and the additional lanes should be ready when we open the direct connection to the

paying tolls, and using the Turnpike, bear license plates of States
other than New Jersey, clearly
demonstrating the "corridor" nature of New Jersey in the traffic
pattern.

I do not believe that more need
be said of the Turnpike as now
constructed, and now in operation,
be enlarged. We contemplate
making it a six-lane facility from
its present northerly terminus. making it a six-lane facility from its present northerly terminus, be shared with the Pennsylvania dustrialized sections of Jersey ton Bridge, to our Interchange started last June and this concadelphia area. This is a distance traffic in the early summer of 83.3 miles, of which 20 miles already are six lanes from the Lincoln Tunnel interchange to the to the east for this direct connection as the Newark Bay-Hudson County in the Pennsylvania densely populated and highly industrialized sections of Jersey dustrialized sections of Jersey City.

Both of these extensions, according to the traffic and revenue engineers, will be self-supporting and self-liquidating. In the case of the Newark Bay-Hudson County

ways from Augusta, Maine, to the outskirts of Chicago. Another extension of our Turn-

pike which has been under con-struction is from our Newark Airport interchange easterly by Airport interchange easterly by way of a new bridge crossing of Newark Bay and via an express highway to the Holland Tunnel plaza in Jersey City. This extension was financed late in 1953 and will cost approximately \$114 million. It will be one of the most costly highways ever constructed because it requires so much strucbecause it requires so much struc-tural work over highways and railroads, and passes through railroads, and passes through densely populated and highly in-dustrialized sections of Jersey

tion from Valley Forge to the Delaware River. This connection will provide a limited access express highway from the George Washington Bridge to the Ohio-Indiana border when the Ohio Turnpike, now building, is completed. And when the Indiana toll road is completed, it will be possible to travel on express highways from Augusta. Maine, to the

almost \$500 million.

#### A New Project

At this point, it might be well to state that an entirely new independently of the current Turnpike, has been legislated although only preliminary studies have been undertaken. It is an East-West express highway, about 58 miles in length. Rough esti-

originate in, or be destined for, the Holland Tunnel and that 73% to fthe revenue will accrue from its use by vehicles originating in, or destined for, the Hudson County peninsula.

Another extension which is still in the study stage would run from our present northerly terminus at Ridgefield Park northward about 15 miles through Bergen County and connect with a spur from the New York State Thruway. Educated guesses seem to think it feasible and, depending upon alignment, it would cost from \$60 million.

All of these extensions . . those now under construction and the proposed northern one to the New York State Thruway . . . will result in bonded indebtedness of the New Jersey Turnpike Authority, the revenue will accrue from the Hudson County to the proposed northern one to the New York State Thruway . . . will result in bonded indebtedness of the New Jersey Turnpike Authority to the proposed northern one to the New York State Thruway . . . will result in bonded indebtedness of the New Jersey Turnpike Authority to the proposed northern one to the New York State Thruway . . . will result in bonded indebtedness of the New Jersey Turnpike Authority at \$432 million, of almost \$500 million.

A New Project

We believe that our success has done much to make possible the financing and construction of modern toll road projects in other States. We see an inherent danger in that the outstanding success of the New Jersey Turnpike may, conceivably, be the cause of financing some projects in the furture which should not be financed.

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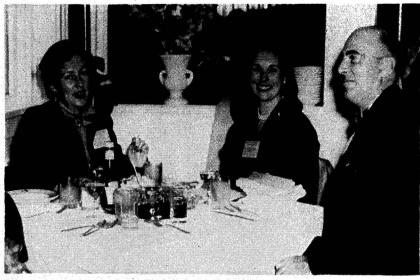
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liquidating projects. The r uses should be limited to the creation of those facilities which serve very definite purposes and which cannot be created and financed by ordinary means.

We trust, on the other hand, that the problems peculiar to our own great State will be recognized by the investing public, that you in the securities business will recognize them for what they are, and that our extraordinary earning capacity will be the means of expanding the market for revenue bonds to the extent that it will absorb, at very reasonable rates of interest, of course, all of the securities necessary to finance our

requirements.

Selfishly we want to get every benefit that a fabulous facility such as the New Jersey Turnpike is entitled to. We shall look forward to your reaction to our projected program. We trust it will be favorable. We would be derelict in our duties to the citizens of New Jersey and the motorists of all the adjoining states who find it necessary to travel through New Jersey if we did not proceed with this expanded program as with this expanded program as expeditiously as possible.

It is often difficult to illustrate, and to put across, the point of how fabulous is this present Turnpike of ours. An apt illustration, which I have used before, is that we think of the Port of New York Authority with its Holland Tunnel, its Lincoln Tun-nel, its George Washington Bridge and three other bridges, as having and three other bridges, as having exceptional earning capacity. With but 118 miles of road the New Jersey Turnpike Authority in 1953 took in, in tolls and concession revenues, a sum equal to more than half the revenue that the Port Authority took in last year from these six river crossings. This, to my mind, demonstrates rather practically the kind of traffic and the kind of revenue with which we are dealing and it with which we are dealing and it sets the Turnpike apart from any other toll highway ever built, or projected.

Naturally, the State and its people have obtained manifold beneple have obtained manifold benefits from the Turnpike, both during its construction and as the result of its operation. An outstanding benefit, obviously, is the one that this self-supporting, self-liquidating toll road has relieved the State of a \$285 million expenditure for urgently needed highway facilities of a comparable nature, without considering the extensions now under construction at a cost of another \$147 million.

By far the greater opportunities

By far the greater opportunities have accrued from job opportunities, and the business and industrial expansion that has taken place. These improvements will multiply with the new extensions leading to our industry, our farms, our farmers shore areas and to our famous shore areas, and to our cities.

### The Safety Record on the Turnpike

I should like to touch for a moment on the safety record of the Turnpike which is excellent and unmatched by either the parallel highways in the State or by public highways of the nation. For the first eight months of 1954 our accident record was at the low figure of 55.4 per 100 million miles of travel. This is about one-seventh the rate of the overall accident rate on parallel free State highways. And it is a mere fraction of the rate on the nation's highways as a whole.

The fatality rate can be viewed from two angles. The first is that there were 11 fatal accidents with more than 16 million cars, carrying about 40 million persons who traversed the Turnpike in that eight months' period—each for a trip averaging 40 miles. The second viewpoint is the number of trip averaging 40 miles. The second viewpoint is the number of fatalities per 100 million miles. The record in the first eight months is 2.42, an extremely low rate. For the paralleling State highways in 1953, the latest figures available, show a rate of about six and the national average was seven. None of the ago age was seven. None of the acci-

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dents on the Turnpike can be at-tributed to the design, construc-tion, or the maintenance of the MILLIAMS, CHARLES Investment Dealers Digest New York City tributed to the design, construc-tion, or the maintenance of the Turnpike. They are the result of either human or mechanical fail-

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Along with all of the planning and construction, we find a responsibility, of which we are keenly mindful, of protecting our law-abiding patrons from the driver of the hot rod and the maniac at the wheel, of providing a system of adequate highways for our own citizens and those of adioning states and of the west adjoining states, and of the maximum in safety that humanly can be provided to the users of our highways.

Continued from page 77

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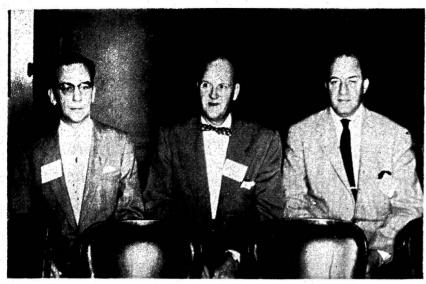
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### **Some SEC Problems**

may prescribe as necessary or appropriate in the public interest or for the protection of investors." For many years, in fact even now pending the adoption of rules, any proposed stabilizing activity is cleared by telephone on a case by case basis. I understand that this has worked our reasonably well in practice because those who direct our Trading and Exchanges Division operate on principles which are becoming generally well

However, when the statute tells a disagreement can arise, how-

known. This subject of stabiliza- the Commission to make rules I tion is highly technical and always submit that we are under a duty has been. The Securities Exchange to make rules. That is one reason Act makes it unlawful to stabilize why we have proposed formal sta-"in contravention of such rules bilizing regulations. The other is and regulations as the Commission that to the extent that we permay prescribe as necessary or appetuate present practice we tend propriate in the public interest or to act like a government of men rather than a government of laws. now We think that people should know any without guessing, what is permitis ted and what is prohibited.

The proposed rules have been criticized by some as prohibiting some activities which are permitter under present practice. That criticism is being carefully examined and I believe that our staff questions the validity of some of the criticism. The fact that such

codify existing permissible practice. We are discussing the proposed rules with technically competent people in our own staff and in the industry so that the rules will be formulated with an awareness of practical consequences. We hope that the rules, when finally adopted, will prove to be a workmanlike job in the public interest.

#### Rules Controlling Insiders

Another type of problem is provided by Section 16(b) of the Securities Exchange Act which imposes on certain insiders (officers, directors, 10% stockholders) a liability for short-swing profits realized from trading of listed securities. This section was put in the law to prevent the unfair use of inside information. The Com-mission is empowered to exempt by rules and regulations transactions which it deems not compre-hended within the purpose of the hended within the purpose of the Section. The rules on this subject have been made and remade from time to time. They seem to grow more complex as time goes on. The Commission as a matter of fact has many times been in the position of intervening in private litigation to interpret to the courts the meaning of the Commission's rules. We think this is unfortunate. Rules should be clear enough that the persons bound by them and certainly their lawyers are able to understand them. After are able to understand them. After are able to understand them. After all they govern the rights and lia-bilities of many thousands of peo-ple all over the country. Yet the differences between transactions which afford opportunity to use inside information unfairly and transactions which do not afford that opportunity are technical difthat opportunity are technical dif-

All kinds of problems arise in connection with options, mergers, sales of assets, liquidations, underwritings of primary distributions, underwritings of secondary

ever, is a good reason for having distributions and the like. Here a rule. We are working hard to again, remember that our rules come up with a set of rules on have the force of law and in the stabilization which does in fact case of this Section, the rules result in the imposition or exemp-tion from civil liability. The rules must be complete in order that they may be fair and treat alike all situations which should be treated alike. At the same time the rules should not be so complex that no one will understand them.

The public and the bar-not to mention you traders—should be given understandable rules to live by. Much work has been done at the Commission over the last year in endeavoring to clarify rules under Section 16(b), but we do not wish to propose any revisions wish to propose any revisions without having given them very thorough study. The Commission considers that Congressional policy has been categorically expressed in favor of corporate re-covery of short-swing trading profits by insiders. Exemptions from the statutory liability should be granted only in cases where there is no opportunity for unfair use of information. We want to do a workmanlike job of describing the limited area in which such cases fall.

#### Some Considerations to Be Weighed

To my regret my remarks have turned out to be pretty technical but they developed that way for a reason. I want to impress upon you the fact that anything we do you the fact that anything we do under any section of any statute administered by us presents a multiplicity of problems. Moreover, wrong decisions might have serious consequences. From the illustrations I have given you can see some of the opposing erations which we are required to weigh:

- (1) The need for certainty against the danger of too much rigidity;
- (2) The need for administrative flexibility against the danger of purely personal government;

(3) The need for completeness of description against the danger of too much complexity;

(4) The danger of taking action on the basis of reasonably available information against the danger from delay while more exhaustive information is developed.

While I want to impress upon you the fact that the job we are doing is not an easy one, I don't want you to get for one moment the idea that we take ourselves too seriously. We realize, as I am sure you do, that the strength of the American economy is not something which is a creature of government. In a sense, you and we are only part of the mechanical operation of the economy. To be sure, we like to think of ourselves as being reasonably important parts. The fact of the matter, however, is that the creative genius of our scientists, our farmers. our labor, our management, and the constitutional system which gives that genius free play are the real reasons why you have a market to trade in and why we have one to regulate.

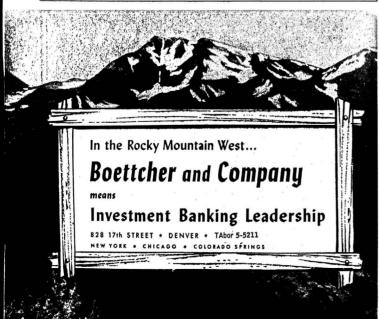
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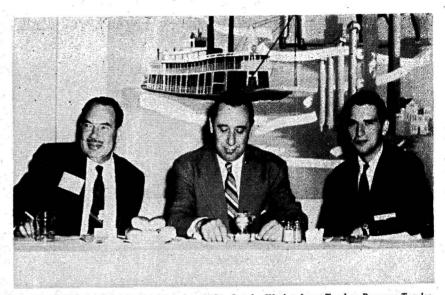
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### **Mexico's Changing Attitude Toward Foreign Investors**

of electric power generation and distribution in Mexico.

"Like many other countries, Mexico is now faced with the problem of increasing production without inflation. The problems faced by Mexico arise, among other things, from the fast pace of the increase of population and the desire to better the living conditions of the people. To attain this purpose requires a relatively high rate of investment. So, if we are determined to avoid inflationary policies deriving from excessive investment, we need to attract private investment as much as possible, allowing the investors to obtain a reasonable rate of return. Public investment, nevertheless, still will have to have an important bearing as a complementary source of capital to attain the rates and levels of investment necessary to develop the country's resources. investment necessary to develop the country's resources, especially due to the fact that there are some fields of investment that appeal less, or not at all, to appeal less, or not at all, to private capital.

"On the other hand, there are indications of the great interest the Mexican Government has in the development of the electric power industry. At the end of a case for the increase.

"I they were available."

(Q) There is reportedly substantial private Mexican investment in United States bank accounts, securities, etc. Is there a public understands that there was possibility of tapping Mexican power industry.

had already been adjusted several months before the devaluation. To me, there is no doubt that the recent adjustment is a clear expression of government policy struction and Development and aimed at enabling a public utility may report in the early part of to obtain a reasonable rate of return on its investment and thus to attract private capital, both domestic and foreign, in the field of electric power generation and distribution in Mexico.

"Like many other countries, Mexico is now faced with the problem of increasing production ly-owned utilities—including gas, lly-owned utilities—including gas, telephones, telegraphs and urban transportation."

## (Q) If costs later increase again, will additional rate increases again be granted?

(A) "I can't answer you directly on this question, but I think that if the Mexican Government wants to have efficient public utilities and wants to encourage utilities and wants to encourage investments in this field—and I believe it does want both of these things—it will have to continue a policy of making possible a reasonable rate of return and carry out policies that will contribute still further to the creation of a permanently favorable climate for ettracting private funds to these attracting private funds to these activities."

#### (Q) How has the Mexican public reacted to the granting of higher rates to the Mexican if they were available."

last year a special government opinion is beginning to be concommittee was appointed to study scious of the need for efficient the power needs of Mexico dur- public services and to understand ing the next 10 years as well as the need to give a reasonable rate

of return to the companies performing those services.

(A) Does the recent step fore-shadow more liberal rates for other privately-owned utilities in Mexico?

(A) "The recent steps taken in (A) "The recent steps taken in relation to the rates of the Mexican Light and Power Co. are not isolated. The Mexican Government has increased the rates for other public utilities recently—some bus lines, telephone companies and air transportation—and, I believe, is studying adjustments for other electric companies ments for other electric companies and railroads. There is no reason why those adjustments, which are made to allow a reasonable rate of return, should be limited in the future only to electric power util-

## (A) Do you prefer private for-eign capital to official (IBRD, Eximbank) for development pur-poses? If so, why?

(A) "I think that for certain types of investment it is not a question of preference, but of need to have the investments made. I refer to investments that necessarily have to be made by the public sector. It is difficult to conceive of private investments in reclamation projects, highways or port development. There are some additional fields, usually covered in other countries by the private sector, that at the present stage of Mexican development also have to be made by the public sector as a matter of urgency, to avoid bot-tlenecks in the economic develop-ment of the country. Neverthe-less, I am sure that the Mexican Government would welcome pri-vate funds in these fields as well if they were available."

(A) "The significance of the funds so held abroad as a possible source of investment in Mexico has always been exaggerated. A great part of those funds constitute the working balances of export and import companies of Mexico. If you compare the amount of those funds to the volume of our foreign trade, you find that they are relatively not large. Of course there are idle balances held by individuals that could be attracted to Mexico but, as I have said, these idle balances from the viewpoint of the Mexican economy are negligible compared with the current investments made out of our domestic savings. We think it will be possibly to tap Mexican savings for equity investment in Mexico, provided the return on the shares offered compares favorably with

the return on existing Mexican investment media."

(Q) What is Mexico's attitude

(w) what is Mexico's attitude toward public ownership of util-ities? Is it likely that the govern-ment will nationalize privately owned utilities?

(A) "With the exception of the railroads, which were disrupted during the Mexican revolution and had to be put on a sound financial basis, in spite of very low returns, most of the public utilities are in private hands, and I don't think that the government has any intention of trying to nationalize them. In the field of electric power during the '30's, due to the depression and to the equipment would not be attraccorresponding lack of investment, tive for the next few years. Anythe Mexican Government created how, I don't think at this stage the Federal Power Commission to one could seriously foresee what supplement the generation and will happen on this subject and distribution of electric power pro-

vided by private enterprises. But it would be illogical to spend gov-ernment funds to acquire existing plants when the need for increas-ing additional investment in this

and other fields is so pressing.

"On the contrary, I think that
the government's policy is directed toward attracting private funds
for the improvement and expansion of public utilities financed
and owned by private capital." and owned by private capital.

## (Q) Has Mexico any plans for atomic power plants such as Ar-gentina is reportedly contemplat-

(A) "I don't think that there are any plans related to atomic energy for power generation. As far as I know, the costs of such

Continued on page 84

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### Mexico's Changing Attitude

#### Statement by Mr. Garner Vice President of World Bank

"The decision of the Mexican Government to grant an interim 21.2% rate increase to the Mexi-21.2% rate increase to the Mexican Light and Power Co. is a

constructive step which should not be viewed as an isolated case. It is a step definitely in line with the World Bank's hopes. The IBRD, prior to the Mexican announcement, held friendly dis-cussions on the problem with all par-



Robert L. Garner

how it will affect the generation much in line with what we hope of electric power." much in line with what we hope to see in underdeveloped coun-

tries generally.
"Mexico is making a careful and serious survey of its prospective power needs and the current power survey will result in far better information on the investment needs than anything we have had heretofore. Mexico is attacking the problem in a very sensible way. The Mexican Government realizes the need to encourage foreign capital to invest in relectric power facilities and other activities; and it recognizes the role which profit incentive plays in such private investment. I may point out, incidentally, that not all the capital investment envisaged in recent plans is foreign capital. Private Mexican capital is expected to become a primary contributor to utilities expansion in the stage that lies ahead

"We applaud the Mexican deties concerned. The rate increase cision in the case of Mexlight's is a very good portent. It is very rates and should like to see other

countries, too, make investment more attractive," Mr. Garner added.

the subject of the 21.2% On the subject of the 21.2% rate increase for Mexlight, effective Oct. 1, 1954, the IBRD's 1954 annual report (supplement issued Sept. 25, 1954) notes the interim nature of the increase and reports that "a final adjustment is expected to be made in the near future."

In discussing the rate increase with the writer Mr. Garner observed that the same principle will be applied by the Mexican Government to other utility and rail enterprises. "If a country wants to get efficient rail and public utility service," he said, "it must let the enterprise pay its own way. The Pacific Railroad, for example, to which the IBRD lent \$61,000,000 in August, will be put on a self-sustaining basis. They want to make it an economic enterprise, with rates high enough to maintain good service." In discussing the rate increase service.

At the IBRD's 1953 annual meeting Mr. Eugene Black discussed the problem of power expansion in underdeveloped countries at some length. He pointed out then that, unless capital is forthcoming from private investors, attention will have to be given to devices whereby the consumers of electric energy will have to provide the means of expanding capacity, as through surcharges on their electric bills. Although that device is already in use in Chile, it is not contemplated by Mexico as of this writing. What the report on the present power survey will recommend on this score, if anything, remains to be seen.

The IBRD's stressing of private investment in power in underdeveloped countries is based not so much on ideological grounds as on fiscal reasons. The Bank realizes that all governments have tremendous budgetary burdens: and insofar as capital for power can be got from private investors, the pressure on the budget is lessened. The price of private investment in foreign utilities nowadays, Mr. Garner pointed out, is an attractive investment return based on an adequate rate structure.

While the rate increase for Mexlight is the only one announced thus far this year, it is known that the American and Foreign Power Company's representatives have been negotiating with the Mexican Government for similar treatment.

## Mexlight Is "Naturally Delighted"; Thinking of Dividends

General William H. Draper, Jr., to a request for a statement, said:
"We were all naturally delighted when
the Mexican
Government

recognized the validity of our applica-tion for rate revision and granted an average rate adjustment of about 21% fective with our October billings. This will still leave ourrates lower than in

most large cities of the United States and lower than in most Latin American countries.

"Prior to the devaluation of the book value of our common stock, ernment. to pay a modest dividend on our common, which is listed on Toronto and London Exchanges and members of the Mexican Tariff traded over-the-counter in New York.

public in Mexico. Naturally the tion that reasonble rates to permit reduction in our net earnings adequate earnings alone can atcaused by the devaluation and by tract the large amounts of pri-

forced us to postpone both the common dividend declaration and immediate financing.

"Now that increased rates will substantially improve our earnings after Oct. 1, 1954," General Draper continued, "our directors should before long, be able to again review these plans and the financial progress of the com-

"Nearly \$200,000,000 has been invested in the property in the past 50 years; and some \$50,000,-000 of this has been put to work during the past four or five years.

"At the present rate of growth in the demand for light and power it would appear that we shall have to duplicate that entire investment in the next 10 years. This emphasizes the importance of our required financing program for the future and Mexican peso last April we had indicates the necessity of adeplanned, in view of the reason- quate rates and earnings, which ably satisfactory earnings in 1953, has now to a large degree been when we earned about 5% on the recognized by the Mexican Gov-

"I should like to express my own personal appreciation to the Commission and to the Minister of Economy, Sr. Loyo, for their "We had also laid plans for an understanding of our problems, offering of our securities to the and particularly for their realizatwo wage increases this year vate capital needed to assure the

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and built by the Federal Electric- increased expenses. ity Commission. The company the public. This is a condition we the interest of the Mexican economy and the recent rate increase will certainly help in this direction," Mr. Draper concluded.

Mr. Draper also paid tribute to predecessor, former Ambassador fidence to private enterprise in George Messersmith, in building Mexico. up the company and in arranging combination with the peso credit from the Mexican Government. Mr. Messersmith is now Honorary Chairman of the Board of Mexlight and still contributing greatly to the company's success, Mr. Draper stated.

#### **Black Is Gratified**

Mr. Eugene Black, President of and foreigners. Among the latter the IBRD, is gratified by the will be Mr. John W. Snyder,

about a half million kilowatts justment to the Mexican Light Mexlight. of its own generating capacity, and Power Company is most gra-In addition it will have available tifying to the World Bank. We the power generated in the understand that this adjustment Miguel Aleman System, totaling will be supplemented shortly in 200,000 kilowatts capacity, owned order to fully meet the company's

"During the past few years we will then have greater reserves of have been happy to approve sevpower, and greater insurance eral loans for Mexico, including institution. The book, published against the need of any restric- a \$26,000,000 power loan for Mextions on its use, than ever before light. Two wage increases this in its half century of service to year and the effects of the devaluation of the peso have conwant very much to maintain in siderably increased the company's costs of operation and made its request for a rate adjustment necessary in order to reestablish the position it held before devaluation.

"The Government's recognition cult task accomplished by his encouragement and greater con-

"I am very pleased, too, that the for the \$26,000,000 IBRD loan in new 45,000 kilowatt Patla hydro plant which our loan helped to finance will soon be delivering power to Mexico City to meet the growing demands of the popula-tion and of Mexico's industrial development."

The Patla plant mentioned by Mr. Black will be dedicated on Oct. 21 by the President of Mexico in the presence of a dis-tinguished audience of Mexicans

constant growth of Mexico's Mexican rate policy. He compower resources.

"At the end of this year, with our new Patla hydro plant in service, the company will have partial but substantial rate adpoint a helf million kilowatte of the Mexico's Mexican rate policy. He compower U. S. Secretary of the The increase of 54% in production for 1937 equal to ton from thermal units was inadequate to compensate for the hydro decline. "The overall drop in capital productivity is brought into relief when it is realized that the Mexicon Light Mexight.

The increase of 54% in production for 1937 equal to ton from thermal units was inadequate to compensate for the hydro decline. "The overall drop in capital productivity is brought into relief when it is realized that the component of the Mexicon Light with production for 1937 equal to ton from thermal units was inadequate to compensate for the hydro decline. "The overall drop in capital productivity is brought into relief when it is realized that the component of the Mexicon Light with production for 1937 equal to ton from thermal units was inadequate to compensate for the hydro decline. "The overall drop in capital productivity is brought into relief when it is realized that the component in granting a mong the present directors of the hydro decline."

Continued on page 86

### A Study by a Mexican Economist

A study by Cristobal Lara Beautell, "La Industria De Energia Electrica," made while its author was on the staff of Nacional Financiera, is one of a series of studies sponsored by that last year, was awarded the annual prize offered by the Banco Nacional de Mexico for the most outstanding Mexican contribution in the field of economics. The following observations are based on the most recent monthly review of the bank:

The book addresses itself to the major basic problems facing the most constructive and diffi- of this situation should give real Mexico's electric utility industry and examines its future potentialities. Tracing recent growth the author points out that during the past 10 years the number of electric power installations has doubled and the average plant size has increased considerably. All this is a cause for satisfaction. But the growth has not been uni-But the growth has not been uniform and, moreover, the newer installations are located in the central part of the country, generally speaking.

The industry has experienced a considerable degree of structural modification since 1943, permitting it to operate on a more ecomoniit to operate on a more ecomonical and efficient basis, the study shows. Labor productivity overall has risen but slightly since 1939: from an index of 100 to 105. This rise, moreover, has not been uniform. From 1939 to 1944 productivity per worker declined; during the next four years it rose; and during the last two years surand during the last two years it rose, and during the last two years surveyed in the book it again declined, due to insufficient water in the storage dams which was compensated for only partially by the utilization of thermal units. Over the years labor productivity in the industry has been generally proportionate to the amount of capital employed.

Capital's productivity in the Capital's productivity in the Mexican electric light and power in dustry is more difficult to measure accurately but it is obvious, Sr. Lara states, that during the period examined it has declined. In this decline natural factors, especially drought, have played a major role. Drought accounts for most of the great reduction in the output of energy. duction in the output of energy from hydroelectric plants. From 4,898 kw. hours per unit in 1937

production of this type dropped to only 3,021 kw. hours in 1951.

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### **Mexico's Changing Attitude**

the rate structure. It notes that the electricity rates in accordance Secretaria de Economia fixes with the nature and quantity of

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wholesale commodities. The review does not state whether electric power rates at the beginning of the period mentioned were, so to speak, behind the market. Coincident with rate increases

coincident with rate increases bringing added revenue to the companies, costs also mounted. The revenue increment went for higher wages and other operating costs, rather than to improvement costs, rather than to improvement of the companies' financial position, which consequently has undergone little change. Sr. Lara therefore observes of the industry that "it is not yet on a solid financial footing which would allow it to develop normally with the aid of private capital."

Electrification in Mexico has been confined mainly to urban and industrial areas, whereas the large potentialities of the rural

large potentialities of the rural areas have been neglected. The future role of the electric energy industry in the view of Sr. Lara should be threefold: electrification of new areas, development of new customers in already-developed areas, and encouragement of existing customers to use more electricity than they are presently using. To these ends the available instruments are financial promotion and rate structure. The latter should be developed so as to encourage and stimulate consumption and deserves the main emphasis, the review concludes.

### Generation of Electricity in Mexico, 1939-1953

(In millions of kw	. hours)
1939	2,462.0
1940	2,529.0
1941	2,524.2
1942	2,625.0
1943	2,738.6
1944	2,750.4
1945	3,068.5
1946	3,317.3
1947	3,598.5
1948	3,968.7
1949	4,328.4
1950	
1951	
1952	5,337.0
1953	5 712 0

Source: Banco Nacional de Mexico, Review of the Economic Situation of Mexico, August 1954.

#### Conclusion

Whether the Mexican rate increase discussed above signifies a major turn in Mexico's official attitude toward such private enterprise can be determined only

That public in the past has not field is very heartening.

consumption and the profits of the course of future events. The companies. Residential users the companies. Residential users the companies. Residential users the companies. The industry's profit rates, according to the study, vary between 8.37% and 9.35%. Average rates throughout the country doubled between 1943 and 1950, a more rapid rise than experienced by wholesale commodities. The results of the course of future events. The industry's profit rates, according to the September news met with a is to be hoped that in their own interest Mexican citizens will recognize the wisdom of the Mexican Compete with private capital." In the September news met with a is to be hoped that in their own official investments that "do not compete the wisdom of the Mexican Course of future events. The industry's profit rates, according to the September news met with a is to be hoped that in their own official investments that "do not compete with private capital." In the September news met with a is to be hoped that in their own official investments that "do not compete with private capital." In the September news met with a is to be hoped that in their own official investments that "do not compete with private capital." In the September news met with a is to be hoped that in their own of the Mexican citizens will recognize the wisdom of the Mexican Course of the course of the study. The provide the study of the stu goes as far as it should to make on the occasion of the opening of investment attractive to private the Mexican Congress in Septem-Canadian, American and other ber, power development is of capital depends in part on the greatest importance to Mexico. Mexican Government; but in the The Government's intention, exlast analysis it needs also the full pressed by the President, to enacceptance by the Mexican public courage private capital to particiwho pay the light and power bills. pate in further expansion in this



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### Looking Ahead in the **Chemical Industry**

as we know them in upper New York State. There is only so much

lines about surplus wheat and butter, about government storage dition to fertilizer, we're productively and the fact is that three-quarters of the world doesn't have enough to the fact is that three-quarters of the world doesn't have enough to the fact is that three-quarters of the world doesn't have enough to the fact is that three-quarters of the world doesn't have enough to the fact is that three-quarters of the world doesn't have enough to the world doesn't have enough to the fact is that the world doesn't have enough to the world the world doesn't have enough to eat—in just plain calories. And proteins essential to the diet are scarce almost everywhere.

The world's arable land cannot quickly be transformed into farms as we know them in upper New feed. The animals like it and so do the customers, because it brings of it, and some of it will remain down the price of meat. In a untillable. But there are some sense, then, we are in the age of significant developments. This synthetic foodstuffs already. Exspring in Omaha we opened a new tension of research on how we

provide superior animal feeds may well give us the key to a breadbasket for the world's hungry millions.

And let's not overlook the im-

portance of chemicals to food preservation and packaging. The preservation and packaging. The ice box and spring house of 1914 have yielded to some 40 million gleaming refrigerators and frozen food cabinets. Their operation is made possible by about a quarter's worth of fluorine refrigerant chemicals in each cooling unit. Plastics and chemical coatings, incidentally corribute to the actions of the cooling and the provider that the action of the cooling and the provider that the cooling are considered to the action of the cooling and the cooling are considered to the action of the cooling and the cooling are considered to the action of the cooling and the cooling are considered to the cooling and the cooling are considered to the cooling are considered to the cooling and the cooling are considered to the cooling are cooling and the cooling are considered to the cooli cidentally, contribute to the at-tractiveness and serviceability of these and other major appliances.

Chemical materials have also Chemical materials have also revolutionized food packaging. As one result, the lady who now says she has been "slaving over a hot stove all day" is somewhat suspect. With packaged foods, the housewife today can prepare all the meals for her family in a couple of hours. What's more, the seasons and the locality no longer restrict her menus.

#### Chemicals and Health

Equally impressive gains have been made by medicinal chemicals along the entire health frontier. Countless lives have been saved and many diseases conquered by and many diseases conquered by products of chemical research. Our chances for recovery from pneumonia are 25-to-1 today, compared to 3-to-1 a generation ago.. In the last 20 years, the death rate from scarlet fever has declined 92%; from diphtheria and messles 73%. Thanks to and measles, 73%. Thanks to sulfa drugs and antibiotics, the sulfa drugs and antibiotics, the common bacterial infections of the blood have lost their status as lethal public enemies. Yet, according to the American Medical Association, only 17 cents of the medical dollar was spent on drugs in 1950 compared to 21 cents in the period from 1935 to 1939.

#### Chemicals and Clothing

Chemicals and Clothing
In the field of clothing, chemicals have made possible the production of more and better consumer products at lower costs. It is estimated, for example, that chemcial weedkillers are currently reducing cotton production costs by 10 cents per pound. Greater durability, flexibility or rigidity as well as resistance to staining and weathering can now be provided for wearing apparel and accessories and for such things as draperies, curtains, upholstering materials, mattressess and pillows. New, inexpensive, attractive lows. New, inexpensive, attractive and faster dyes have brought added color to our lives.

You are probably aware that man-made textile fibers have grown from nothing in 1914 to account for 20% of all fibers today. These chemical fibers give the consumer a much wider range

can use abundant raw materials—of properties. Alone or blended And there are some broader econatural gas, atmospheric nitrogen, coal and petroleum fractions—to to care for and to clean. They As you know, natural fiber Continued on page 88 hold their shape. They wear well.

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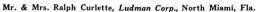
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### Looking Ahead in the **Chemical Industry**

#### Chemicals and Shelter

When you enter a modern home chemicals are in, have made possible, or had something to do with, sible, or had something to do with, almost everything you see. Pass-synthetics—independent of crop limited luxury uses. The sturdier and livestock conditions—are rayons, acetates and nylons at a more stable. It's a lot easier to fraction of the price of silk have control chemical materials in an air-conditioned factory than to day, perhaps only Queen Elizabeth feed the silk worm choice mul-bad a pair of silk stockings. Now berry leaves, and even at oriental it's as hard to find a pair of non-sible, or had something to do with, almost everything you see. Passing a multitude of illustrations, possibly the most interesting and significant are the strides which synthetics are making in the area of structural materials—plastics, resins and plastomers to extend possibly the most interesting and ries with it the promise of new significant are the strides which employment opportunities and resins and plastomers to extend the uses of metal, wood, glass, ceramics and rubber. When one thinks of the infinite range of properties which can be built into such synthetic materials and the ease with which they can be fabricated, it is hard to set any limit to their future possibilities.

The only plastic around in 1914 was celluloid, very much the fashion in cuffs, and also a lively item in table-tennis. Today a billion dollar plastics industry with more than 4,000 plants and with more than 4,000 plants and 60,000 workers turns out hundreds of items—molded, extruded, fabricated, laminated or reinforced, in the form of film and sheeting. Thirty-four chemical companies supply two billion pounds of raw materials a year. The end products may be shower curtains or squeeze bottles, or 90-foot pipe sections, so light that two men can carry them, or tiny self-lubricating gears that outwear the toughest metals.

Your new car embodies 256 dif-

Your new car embodies 256 different chemical products in addition to compounds that improve the gasoline, hydraulic brake fluids and anti-freeze. With the fuel available in 1914, Stearns Knights had to go up steep grades in reverse. Today chemical research makes it possible for two gallons to do the work of three—and at no increase in price and at no increase in price.

#### Research

Birth control would fight a los-Birth control would fight a los-ing battle in the chemical indus-try, for when the industry con-ceives an improvement it seldom bears an only child. One desired product generally results in get-ting one or more by-products— and so the industry grows by geo-metrical progression. The chemand so the industry grows by geometrical progression. The chemical manufacturer in search of a new styrene resin for molding purposes may find himself also in the lacquer, or water-softening business. The sparkolug here and throughout industry has been increasing amounts spent for research. Last year, of the \$2 billion spent by industry on research. lion spent by industry on research, chemical companies picked up the check for \$300 million. The labors of some 35,000 research workers resulted in the commercial intro-

product a day-perhaps just a new President's Materials Policy Comingredient to improve hair dressing, but perhaps also a new painor building today you find that relieving compound, or some corrosion inhibitor that may in the requirement, and that is a sense of next year or so save your business thousands of dollars annually. And each new product also carnew payrolls.

#### Looking Ahead

One hesitates to predict what the future growth of the chemical industry will be. It can certainly be stated, however, that the experience of the last 15 years far exceeded the most imaginative forecasts of an earlier day.

When World War II ended there were fears that the tremendous were fears that the tremendous wartime increase in productive capacity would cause some distress. On the contrary, the market absorbed it all and clamored for more. Between 1946 and Korea the chemical industry invested between \$4 and \$5 billion in party plants and equipment. in new plants and equipment. Since 1951, to assure adequate supplies for defense eventualities, NPA and DPA have certified a build-up of \$6.5 billion more by 1955, representing an increase of 33½% in 1950 over-all capacity. In 50 or more basic chemicals these mobilization goals are being reached. Happily the world situation has not required these dditional aboritors for military. additional chemicals for military nurposes—and the added capacity is going for constructive civilian

In addition to serving basic human needs — food, clothing, shelter, health—the chemical in-

nylon clad legs as a blacksmith's duction of an average of one new dustry, which according to the mission, faces "no long term problems of supply," can likely fulfill in large measure another human security—a confidence that basic human needs will be met in the long-term future. There is a great bounty locked in this good earth of ours, in its depths, in its seas, in its atmosphere. The key to this bounty is man's ingenuity, operating in chemical and other research laboratories, and operating also in a climate of freedom with reasonable incentives. We have touched upon what the

land might produce—given agri-cultural chemicals and livestock feed supplements. But consider the sea.

It is estimated that the oceans of the world contain about 50 million billion tons of dissolved materials. Although at least traces of every element are probably represented, 99% of the sea water salts is composed of such imporsaits is composed of such impor-tant chemicals elements as chlorine, bromine, sodium, cal-cium, potassium, magnesium, car-bon and sulphur.

The chemical industry is finding ways to draw upon this practically inexhaustible storehouse. Today within the industry there are large commercial projects in North Car-olina, Michigan and Texas for recovering elemental bromine and magnesium from sea water and brine, for such uses as photo-graphic film coatings, gasoline anti-knock mixture, aircraft parts and pyrotechnics. A number of valuable chemicas, such as iodine and notash, are now being proc-essed from seaweeds, and no

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stretch of the imagination is re-quired to predict that with the aid of further chemical research the vast resources of our oceans should contribute increasingly to the satisfaction of man's needs for food and materials.

#### Conservation of Resources

And while chemistry bends new resources to the service of men, it also conserves the old. First, each new chemical synethic saves scarce natural materials. By 1949 the chemically produced aluminum, magnesium and plastics had grown so rapidly that they took develops hitherto unused natural over many uses of scarcer ma- resources. Titanium is an excel-

Second, products of chemical manufacture aid conservation by extending the useful life of natural materials, such as food crops, wood, leather, metal, cotton and wool. This is also accomplished by reducing waste of these prod-ucts due to disease, erosion or insect attack. As a plain example, I leave you to estimate how many more yards of wool might be nere

The industry has spent more than \$10 million annually since 1948 in research on this metal. In 1953 over 2,200 tons of it were produced with 1954 production expected to reach 5,000 tons. Just recently an important producer announced plans for additional annual production of 7,500 tons, raising the present actual and planned production to 22,500 tons, with more to come. Today this element—with "no important uses" in 1937 — is widely employed in aircraft structural parts and power plants, in marine equipment, in alloys and many other items.

And these are only representative examples-three out of thousands—of how the chemical in-dustry aids conservation of natural resources. Through its extensive research program the industry is insuring that new re-sources will be forthcoming to meet the needs of our people and our economy for a long time to

#### Chemicals and Defense

But there is still another thing that human security demands. Without it—as we have learned in this generation—nothing else is secure at all.

In short, while we've moved out of caves, at least temporarily, we unfortunately still have the caveman's need for a big club to protect our possessions and our independence. Otherwise there may not even be a cave left to move

back into.

Many people are aware of some of the more direct ways the chemical industry has contributed to national defense, such as the manufacture of explosives. Not so many know of the less direct but nonetheless essential contributions. Synthetic rubber, from an industry born almost overnight, carried us onto the beaches of Normandy and into Berlin. A synthetic detergent which rendered sea water usable in place of large quantities of fresh water formerly carried on our war vessels, not only increased the length of time they could remain on their missions, but also made available additional space for other necessary purposes. This greatly increased the effectiveness of our Navy in the Southwest Pacific. Rocket and other special fuels, now climbing toward a \$100 million a year business, are putting the kick in our guided missiles

lent illustration. In 1937, Funk & and cur airforce. Nylon, in addi-lement as follows: barachutes and bullet-proof vests, improved. And, if need be — finds employment in 200 Quarter-uted, dark-grey metallic element found in small quantities in many minerals. It has no important modern warfare that isn't under constant examination to see whether it can't be chemically improved. And, if need be — practically overnight—the entire peace-time productive facilities of Continued on page 90

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Continued from page 89

### Looking Ahead in the **Chemical Industry**

#### Further Looking Ahead

Looking ahead a little further the research possibilities of the chemical industry could be said to be inexhaustible. The scientists tell us that the number of new chemicals which can be produced is almost infinite. It is estimated that the research laboratories de-that the research laboratories de-velop about 10,000 every year. While many find no immediate commercial use, others open up new avenues of industry. There is everywhere a lot of unfinished

Petroleum, for example, is still largely an unexplored treasure chest of basic building blocks for

Corrosion, a still unsolved prob-lem common to all industry, is estimated to cost us no less than \$10 billion a year. Chemical research is steadily beating this down. New alloys, superior coatings and revolutionary ways of arresting oxidation are sure to

appear.

It is also safe to say that in the future chemistry will continue to play an increasingly important role in jet propulsion. Take, for example, the simplest jet engine
— the rocket — which carries its
own oxidizer and does not take in air. The industry has already developed a number of energetic oxidizers, the two most widely oxidizers, the two most widely used being oxygen and concentrated nitric acid. Rockets are now being developed to employ liquid fluorine, and some adventurous minds are thinking of liquid oxone. Our industry is working steadily alongside aircraft designers to bring to reality bold dreams in the realm of flight. Coming back to earth—on the health front, there are still many diseases which may be chemically controlled. Past performance provides hope for future success. The

vides hope for future success. The magnitude of the attack on this front — against cancer, virus caused diseases, cardio-vascular conditions and other so-called degenerative complaints - is indicated by the fact that more than \$60 million a year are currently being devoted to medicinal chemical research.

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the chemical industry can be converted to national defense.

40% of all textiles will be synthetically produced. By 1975,

plastics are slated for tremendous increases—on the order of 800%.

In fact, a 400% over-all increase of chemical products by 1975 does not appear unreason able. After careful study, the President's Materials Policy Commission came up with this esti-mate based on all the facts available and this does not include entirely new materials that may emerge from the screening programs currently carried on in dozens of laboratories.

the exicting developments in the ganization, the Manufacturing chemical synthesis.

New techniques for processing coal are expected to yield further raw materials for chemical upgrading.

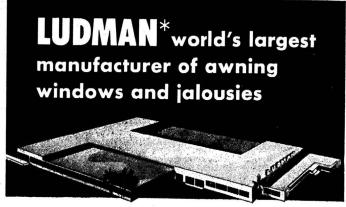
electrical industry. Here, I might Chemists' Association, has been suggest that the chemical industry giving us valuable help in telling shares a common future and that folks the truth about the chemical these developments have a special facts of life. It published a significance for each of the significance for each of us.

uted importantly in the develop- have a science degree to under-

ment of atomic energy for military purposes. Both are now greatly interested in the application of this phenomenal power to peace-time industrial uses.

In New York State, the thriving electrochemical industry on the Niagara Frontier bears witness to the close ties between the electrical and chemical industries. More and more, as we develop cheaper methods of obtaining power, our two industries will translate these gains into benefits that serve our industrial custhat serve our industrial cus-tomers and ultimately the con-

sumer. . . . Now I am sure that no one in the chemical industry would want it to appear that all you have to do to enjoy a snug future is get into the chemical business. We've got a lot of problems, some all our own, some which we share with others. Many lie in the areas of communication, and in public You have already heard about or human relations. Our trade or-Chemical Industry Facts Book Both industries have contrib- written so that you don't have to







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plained what benefits the public future is based upon chemical rederives from our operations, what search. But to attain that hope concern we take with air and it is essential that we counteract water pollution abatement, how the increasing shortage of comwe are constantly improving our petent chemists and chemical ensafety record, and what we are gineers by encouraging more doing about a number of other young men and women to pursue

other industries has the ever-present problem of guarding against unwise governmental ac-tion that would lessen the incen-tive of economic reward and discourage investment in future

research. We ha We have recently found our-selves faced with restrictive legis-lation threatening the use of new chemicals to improve the production and processing of food. And all because some perhaps wellintentioned people do not understand that reasonable tolerances can provide complete protection of human health and that "absolute safety" under each and every condition is as unnecessary as it is incompatible with life must continue not only to proand its betterment.

ment of knowing that products our American way of life, but and processes of our research will also to so conduct ourselves in all not be prevented from finding our business activities as to merit markets by unreasonable deci- public respect and approval. sion or lack of decision by govkilled, we will not be able to convincingly shown that "black justify the required investment, magic" — performed on a micro and the public will lose—all un- scale at the laboratory workbench necessarily — the contributions to at sometimes fantastic expense better living our industry could does not take long to become a

dustry, like Associated Industries, tomers. of which my company is proud to have been a long time member, in believing that solar energy will does not subscribe to the mature be harnessed by the end of the

try is greatly needed.

Also, the chemical industry like spiritually. The tremendous proother industries has the everpresent problem of guarding against unwise governmental action that would lessen the incentive of economic reward and management, together with money to produce increasingly better livers to produce increasing the produce increasing to produce increasingly better liv-ing for a rapidly growing popula-tion. But we have to have friendly understanding in order to make the greatest progress.

We have to have a political and economic environment where the prospect of reasonable gain makes readily available on attractive terms the fresh financing required to meet the chemical industry's needs for high capital investment per worker.

To have these conditions, we know that as an industry, we duce products which will contrib-Unless we have the encourage- ute to your welfare and protect

With such conditions, the hisernment agents, initiative will be tory of chemical development has necessary and commonplace item We know that the chemical in- for 162 million American cus-

Should our scientists be right

stand it. And one week last spring common industry problems with technical careers. And we must in the biggest industry-wide public relations project to date, some been so helpful in New York teachers, teaching aids and facilities are available for their training. In this the help of all industry needed.

You will have noted that most their plant communities and exposed or our industry's hope for the training. In this the help of all industry like specifically and their handless that the profits the profit of the chemical careers. And we must economy—"plow under the little century, a new age is in store for us. Chemistry will be part and nugated a few years ago. And we parcel of that age, helping man do not agree with the prediction that by 1984 we will be living on starvation rations physically and comes to us only indirectly and comes to us only indirectly and slowly, through such agents as plant life.

In whatever direction progress moves, there are going to be new developments coming from the nation's chemical industry of direct interest to the many industries represented here today.

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### Universal Convertibility— Not Now, But Some Day

by this sort of policies have every reason to fear the opening up of international competition, the threat of cheap American goods, thanks to mass production, and of cheap Japanese goods due to low

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Universal Convertibility Must Come

convertibility will have to be restored. No country that wants to

Yet, in the long run, universal

live by international trade can af- liberalizing to some extent.

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ford to have its monetary system permanently bound hand and foot. No country that must live by exports can afford to buy constantly

A Reapprai ports can afford to buy constantly at the most expensive market and to keep its costs artificially high. Step by step, and not even by short ones, the leading European currencies are approaching some degree of convertibility. Exceptions are the countries with acute dollar headaches, like Norway and Turkey But even Depmark with Turkey. But even Denmark, with record. its monetary reserves nearing (3) zero, is trying to restore trade by studies liberalizing to some extent.

Short of an international upheaval of the most serious kind, convertibility — the international gold standard—will have to be restored in the not too remote future, perhaps in a matter of two or three years. A significant element in this observer's opinion, is the fact that the opponents of ment in this observer's opinion, is the fact that the opponents of convertibility are becoming in-creasingly silent; especially, there is no more talk in any responsible quarters about a gold shortage as an obstacle in the way of global currency redeemability. Only two years ago, that was the chief reason or excuse alleged for the necessity of a huge American credit to support Europe's resumption of dollar payments. If the "gold shortage" is dead now, it is partly because of the great gains in gold (and dollars) which have accrued to central bank re-have accrued to central bank reserves outside this country in the last two years, without appreciably depleting our own gold reserves. In fact, global restoration of the gold standard even on a bullion base may bring several billion dollars worth of gold out of private hoards. In addition, gold production has started to rise again. What is more, it is a virtual certainty that, thanks to the again. What is more, it is a virtual certainty that, thanks to the discovery of the new extraordinarily rich, low-cost gold fields in the far west Rand of South Africa and of the Orange Free State, the annual output of the yellow metal may increase perhaps by as much as a quarter billion dollars, or by one-third—without raising the one-third - without raising the dollar price of gold. 

### A Reappraisal of the Stock Market Outlook

(3) Certain long-term yield studies indicate that the general run of equities can be considered as being near the lower limits of their ever recurring popularity be upward until sometime after and unpopularity cycles when the Dow-Jones Industrials reach yields on the Dow-Jones type of a level of about 460. stocks are averaging well over 5% at the highs for any year. Conversely, the overpopularity phase stock market, as judged by statishas been approached in the past tics on both the volume of tradwhen the investing public was ing and the comparative action of willing to "reach" for stocks on an average yield basis of 3.0%-3.5%. (Allowance must be made for a gradual uptrend in the yield fig- stock market is more likely than ures which is undoubtedly due in not to be upward for at least anlarge measure to the higher level other six to 12 months. This conof taxes.) On the basis of this ap- clusion is based on the past rec-

in the past, when they reached the top trend lines calculated on the basis of the pre-World War II record.

(3) Certain long-term yield studies indicate that the general run of equities can be considered appear that the underlying or cyclical trend of stock prices could

(4) From the standpoint of relative public participation in the the better-grade and lower-priced issues, we can also conclude that the line of least resistance in the proach, stocks were in a buying ord of the increase in the volume

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of trading on a 12 months' moving average basis, as compared with levels touched in the previwith levels touched in the previous three or four years; and the relative action of an index of low-priced stocks as compared with the blue chips, following any period when there was a pronounced divergence between these two classes of equities, as was true in 1927, 1934-1935, 1948-1949, and in 1953. In each of the previous instances of prolonged divergencies when the blue chips vergencies when the blue chips were rising, the low-priced stocks more than caught up with the blue chips before an important cyclical peak was reached.

Convention Number

ed until almost a year after re-serve requirements were in-creased sharply. In the 1945-1946 period, the trend of the stock market was upward for about 10 months after the Federal Reserve Board's credit tightening policies had reached a point where martime lags of the past can be con- market is much stronger than that a

on "Common Stocks as Long-Term Investments." During the late 20's, many fire insurance companies became interested in common stocks for the first time, (a) There has always been a pronounced lag between reversals of Federal monetary policies and cyclical turning points in the stock market. For example, the bull market which ended in 1929 did not run its course until more than a year after the Federal Reserve Board had taken very definite steps to tighten credit. The 1937 bull market high was not recorded until almost a year after reserve requirements were recased sharply 1-20 minutes became interested in common stocks for the first time, and investment trusts were being formed right and left to capitalize on the increased interest in common stocks for the first time, and investment trusts were being formed right and left to capitalize on the increased interest in common stocks for the first time, and investment trusts were being formed right and left to capitalize on the increased interest in ommon stocks for the first time, and investment trusts were being formed right and left to capitalize on the increased interest in opening the past two years, the New York savings banks, the large and growing pension funds, as well as life insurance common stocks for the first time, and investment trusts were being formed right and left to capitalize on the increased interest in other past two years, the New York savings banks, the large and growing pension funds, as well as life insurance common stocks for the first time, and investment trusts were being formed right and left to capitalize on the increased interest in other past two years, the New York savings banks, the large and growing pension funds, as well as life insurance. riod, when stocks were being traded on margins ranging as low as 10% to 20%.

As might well be gathered from gin requirements were increased the foregoing, I believe that the in terms of prewar dollars. to 75%. To the extent that the case for a continuation of the bull

near current levels from now on, near current levels from now on, it is impossible to escape the conclusion that the general price level will hold at close to about double the prewar levels. There are, of course, some offsetting considerations in the case of the eventual relationship between commodity prices and stock quotations. These include the need tations. These include the need for additional financing, on an over-all basis, in order to obtain sufficient funds to handle the larger dollar volume of sales, as well as certain international pressures which tend to limit prefit sures which tend to limit profit margins. However, allowing for these factors as best we can, and these factors as best we can, and taking into account the growth in population, it would still seem that a potential level of around 425-475 for the Dow-Jones Industrials would not necessarily be as high as a level of say 250-300 in terms of proper dellars.

Before bringing this review to close, I believe it is important

sidered as guides to the future, the probabilities are very strong that the trend of stock prices will been very bearish during the past through the first seven or eight through the first seven or eight throughout all of next year.

(6) We are seeing a repetition of the growth in demand for equities which developed in the late 20's following the publication of Edgar Lawrence Smith's book on "Common Stocks as Long-Term Investments." During the late 20's, many fire insurance of the probabilities are very strong that the past has been subject to at age with no reaction of as much age, the past has been subject to at age with no reaction of as much as 5%.

For a number of technical reactions or counter-movements, ranging from roughly 10% to 20%. In the 1942-strong suspicion that most of those who believe that stocks are too wieght to the changed value of 11% in February, 1946, before the bull market ran its course. In the old market ran its course. the past has been subject to at age with no reaction of as much least two or three reactions or as 5%. a reaction of 11% in the last half of 1943, and another decline of 11% in February, 1946, before the hull market ran its course. In the rise from June, 1949 to January, 1953, there were a number of technical corrections ranging upwards of 8%, with the maximum decline amounting to 14%. We have now had a fairly continuous rise of approximately 110 points in February, 1946, before the Dow-Jones Industrials advanced to around the 335 level in bull of this year. The ever changing short-term technical position of the market is not a subject which can be properly covered in any appraisal of the market which cannot be brought up to date at short intervals. It might be noted,

For a number of technical reasons, the danger of an intermediate shakeout has been increasing rather than diminishing since the Dow-Jones Industrials advanced to around the 335 level in

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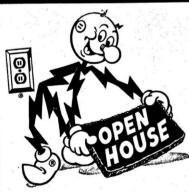
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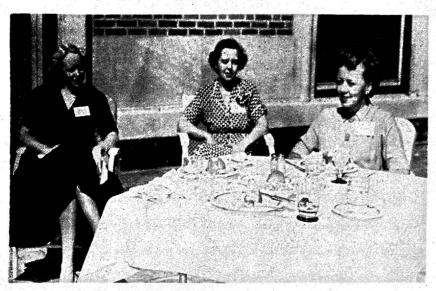
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#### Reappraisal of the Stock Market Outlook

however, that the maximum advance from one year's low to the following year's high, without an intervening reaction of 10% or more, has rarely exceeded 45%. The September, 1954 high of 366 in the Dow - Jones Industrial Averages was 43% above the previous year's low. It might be noted that the fact that the demand for equities has been sufficiently cquities has been sufficiently great to permit a continuous advance of more than 40%, in what appears to be the first "leg" of a new bull market, would alone seem to warrant raising our sights as to price levels which might be expected before the entire bull market runs its course. We should not ignore the fact that during not ignore the fact that during the past 12 months, we have witnessed the type of market action which helps to bring in the public, as one of the most potent (even if basically unsound) sales arguments of security dealers is the amount of profits which would have been realized if certain stocks had been purchased

year earler.
In concluding this apppraisal of the market outlook, the prospects, as I see them, might be summarized as follows:

(1) As this is being written (Oct. 4, 1954) we may be seeing the completion of the initial or first "leg" of the bull market that first "leg" of the bull market that got under way from the 254-256 level in the Dow-Jones Industrial Average, which marked the lows in late 1951; in June, 1952; and in September, 1953. (This base had a great deal in common with that established in the 160-163 range in October, 1946; May, 1947; and June, 1949: and which was followed by an advance of more than 70% within the next 28 months.)

(2) Subject to at least two technical readjustments, such as were witnessed in June-July, 1950, and in May-June, 1951: the current bull market probably will not run its course before the Summer of 1955 at the earliest, and possibly not until the first quarter of 1956.

(3) Assuming that we will continue to witness a gradual return of confidence in the future of the of confidence in the future of the American economy, there is an excellent chance that stocks will not prove to be seriously overvalued from a cyclical standpoint until sometime after the type of issues which make up the Dow-Jones Industrial Average sell at the equivalent of at least 17 times earnings, and on a yield basis of somewhere between 36% and somewhere between 3.6% and 4.0%

(4) The probabilities are that a major peak in the stock market will not be seen until after the in the secondary and low-priced volume of trading averages well stocks.

above three million shares a day for a number of months, and general confidence reaches the levels an important impact on the cycliof 1928 and early 1929 (or late 1936-early 1937). At that point we will probably again witness a

ber elections is not likely to have an important impact on the cyclical trend of stock prices, partly because the Democrats are no longer following a business-baitrenewed conviction that we have solved the problem of the business advocating more direct inflation-cycle, which in turn will help bring about an increased interest licans.

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## **Corporate Bonds and Arbitrage**

put the stock up three or four points because it meant that at least for the time being there would not be additional convertible bonds depressing the

### Arbitrage and Reorganization Bonds

been based largely upon dividend yields going down, rather than anything of import occurring to the per share earnings.

The absence of probable arbitrage pressue also has its effect on a stock. Late last month, the American Telephone Company announced a \$250 million nonconvertible issue. This occurrence put the stock up three or four securities and as legal processes bring this plan along the road to consummation, there will be more and more interest in the over-the-counter market in the "when issued" securities. As this happens, the bonds will follow the price of the new securities.

Arbitrage and Reorganization
Bonds

The second category of bonds subject to arbitrage transactions are those affected by reorganization proceedings. A specific example is the Missouri Pacific Railroad which has been in bankruptcy since 1930. There was a plan presented and approved by the Interstate Commerce Commission in 1940. Markets were established for the new "when issued" securities and substantial arbitraging took place. Eventually the plan was abandoned and "when issued" contracts were cancelled. The arbitrageur found the new securities.

The third category of arbitrage is hedging and switching. An example of the hedging operation might be called a partial arbitrage. It is a unique way to establish what may turn out to be a position with real profit possibilities and limited loss. Assume that I buy a convertible bond sell-ing at a two or three point premium over conversion value. I sell only half the stock that I am entitled to under the conversion privilege. In this way, if the market price of the stock rises, I will benefit having an unsold position

should stabilize around its invest-ment value giving no considera-tion to the conversion privilege. The profit resulting from being able to cover the stock sale at less than the equivalent of the investment value of the bond off-sets the loss on the long side.

#### Switching Operations

Switching operations take place under various circumstances. If there is pending large scale new field.

In conclusion, I might say that sell bonds held in their portfolios in the expectation of replacing such sale with a new issue at a better comparable yield.

In conclusion, I might say that arbitrage in the convertible corporate bond market only has an effect when common stocks are high. In a "bull" market, corporations that do not want a straight

A specific example of switching took place some time ago, when the American & Foreign Power Co. announced a plan of recapital-Co. announced a plan of recapitalization for its preferred and common stocks. The company had a 5% bond outstanding that did not participate in the plan. However, the old senior preferreds that had large dividend arrearages were offered new 4.80% subordinated debentures and common stock for their claim. Arbitraging took

to the extent of 50%. At some point when I think a sale propitious, I dispose of the remainder of the stock obtained by converting the bond and realize a profit.

What happens if the market goes down. Here I am only 50% sold. Assume that the market breaks badly enough. The bonds should stabilize around its investment value giving no consideration to the conversion privilege. The profit resulting from being able to cover the stock sale at less than the equivalent of the investment value of the bond offsets the loss on the long side.

Place, namely, the purchase of when the 4.80% and the "when issued" sales of the new 4.80% caused the conversion feature of the bond. Now under a new set of circumstances such corporations may want to avoid dilution and have a certain amount of flexibility by having convertible bonds outstanding, which they do not have with a straight bond issue.

Although convertible b on ds have many attractive features, because of this very fact, the conversion privilege is prone to be over-valued and caution should be used at the present time. Possible redemption of high coupon conservables detract from the long-

There are many other operations in the arbitrage field, but I do not think them too important when you folks are trying to get a broad understanding of the

tions that do not want a straight long-term issue, will resort to convertible bonds in the hope that they will eventually be converted into common stock and improve of the "when issued" securities the debt structure. It is at such that determine the price of the times, you have most of your convertible bonds issued.

vertibles detract from the long-term profit aspects. The oppor-tunity of gain is often not enough to justify the premium paid.

As far as reorganization plans are concerned, when we look at the bond market in the newspapers, there are a number of bonds subject to stock price flucuations rather than bond market considerations. These bonds usually fluctuate widely and it is the progress of the reorganization plans and the market movements of the "when issued" securities that determine the price of the bond.

times, you have most of your convertible bonds issued.

On the other hand, we have corporations today who are thinking of refunding their convertible bonds because interest rates have bonds.

When we come to switching and hedging transactions, they are of a somewhat continuous nature depending upon day to day occurrences in the over-all bond market.

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