



Monthly Review

ATLANTA, GEORGIA, MAY 31, 1954

In This Issue:

Price of Government IOU's

Balance Sheet of Agriculture

Ownership of Demand Deposits

Sixth District Statistics:

Condition of 27 Member Banks in Leading Cities

Debits to Individual Demand Deposit Accounts

Department Store Sales and Inventories

Instalment Cash Loans

Retail Furniture Store Operations

Wholesale Sales and Inventories

Sixth District Indexes:

Construction Contracts

Cotton Consumption

Department Store Sales and Stocks

Electric Power Production

Furniture Store Sales and Stocks

Manufacturing Employment

Manufacturing Payrolls

Petroleum Production

Turnover of Demand Deposits

Federal Reserve Bank of Atlanta

DISTRICT BUSINESS HIGHLIGHTS

Considerable replanting of cotton has been necessary because unseasonably cold weather damaged first stands.

Exports of cotton are running larger than last year's and are expected to be well above those of the last marketing season.

Farm income during the remainder of 1954 is likely to continue slightly under 1953 levels because of reduced crop marketings and lower prices.

Factory employment, seasonally adjusted, declined during March at the same rate as in the nation; it was lower than a year ago in all District states except Florida.

Factory payrolls in March, seasonally adjusted, were almost unchanged from February.

Unemployment compensation claims declined slightly during March, for the first time since September; preliminary figures show a further decrease in April.

Steel production in the Birmingham area during the week ending May 20 jumped sharply from April, with the reopening of a major mill previously closed down for repairs.

Construction contract awards were lower during April than in March, but above those of a year earlier.

Cotton textile activity, as measured by seasonally adjusted cotton consumption, rose slightly in April, but was still substantially below the 1953 level.

Department store sales picked up more than seasonally in April and May. **Furniture store business** also rallied in April.

New car registrations during March showed less increase than during last March and were below a year earlier for the first time this year.

Bank debits, seasonally adjusted, increased somewhat in April.

Total deposits at member banks increased slightly during April and, according to preliminary information, continued to increase during May.

The rediscount rate was reduced from $1\frac{3}{4}$ percent to $1\frac{1}{2}$ percent on May 15 by the Federal Reserve Bank of Atlanta.

The reserve position of member banks remained easy in May, as excess reserves averaged considerably higher than indebtedness to the Federal Reserve Bank.

Business loans at banks in leading cities declined in May, but were substantially above the year-earlier level.

Beans and Bonds...OR

The PRICE of GOVERNMENT IOU's

Until recently, Government bond prices have been rising, in contrast to most commodity prices, which have jogged along or fallen slightly since the recession began. Despite the recent reversal in bond quotations, the price level of the IOU's of the Federal Government is substantially higher than it was a year ago.

The high price of Governments, of course, means lower cost of borrowing to the Treasury. In addition, it is indicative of eased credit conditions that mean lower cost and greater availability of credit to private borrowers. On the other hand, banks and other lenders obtaining most of their revenue from interest charges are hard pressed to maintain their 1953 earnings level.

Legumes and Liabilities

Although both lenders and borrowers are usually aware of the changes taking place in credit conditions and in the securities markets, less well understood is the background behind these changes. To facilitate such an understanding, it might be well to consider here a somewhat more familiar commodity—beans, for example. The price of beans, like the price of Governments, is determined by supply and demand conditions. Unlike the price of beans, which are perishable, however, today's price of Governments is affected by estimates of the future price—not only tomorrow's but a year from tomorrow's. For this reason the background of today's price has more than passing relevance in indicating the factors that are possibly

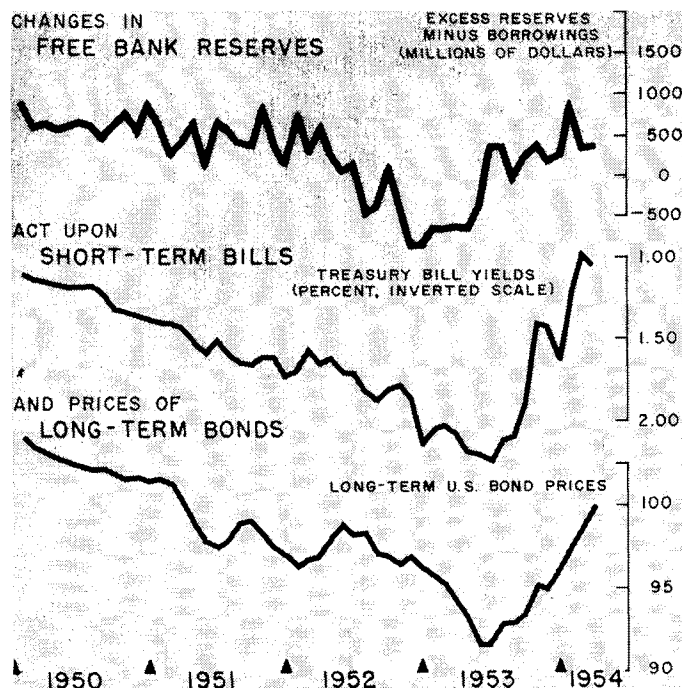
important in determining tomorrow's and next year's price. In turn these background factors affecting Government prices are important in determining the future terms of private borrowing, so closely are the various markets for loanable funds tied together.

The supply of marketable Government securities has remained fairly constant since last fall at about 154.5 billion dollars, although a slight drop did occur in March when tax receipts were used to pay off some Federal obligations. More important than the constancy of the supply of Governments has been the changes in types of securities available to would-be purchasers. Just as there are many kinds of beans, there are numerous types of Governments, the various issues differing principally in the maturity or date of repayment. Since last summer there have been sharp changes in the amount of securities available in the various maturity ranges. Principal among these changes has been the sharp reduction in short-term securities—those maturing under one year.

Demand for Early Varieties Heavy

This reduction has been particularly important because of the large demand for these securities. Nonfinancial businesses investing funds being held for tax payments find them attractive, and some corporations have put funds obtained from reducing inventories into short-term securities. Finally, many state and local governments have put money raised for major construction projects into short-term Governments until they are ready to go ahead with the project. The heavy corporate and local government demand for short-terms beating upon the reduced supply of this particular variety of Government IOU's has helped to increase the price, making the return received a smaller proportion of the original cost. Short-term interest rates on Treasury bills, in other words, have fallen to a level lower than that at any time since 1947.

But what has this done to prices and interest rates on long-term Governments? To answer this question, let us return to our example of beans. When the price of pole beans gets too high, some people will shift to butter beans or snap beans. As a result, the price of butter beans or snap beans will start up too. The same thing happens in the case of Governments. When the prices are thought to be too high and the rates of return too low on short-term securities, some investors switch to long-term securities. Banks, for instance, have sold short-term Governments in order to invest in long-term Governments. Some investors even shift into different markets such as municipal securities or mortgages. The increased competition causes an increase in price and a decrease in interest earned on these types of debt obligations. Thus the high price of beans



even causes the price of black-eyed peas to rise—and that's another vegetable!

Just as the actions of the largest buyer or potential buyer can affect the bean market, so Federal Reserve policy is indirectly important in the securities market. During the last part of 1952 and early 1953 the Reserve System supplied bank reserves only niggardly, causing banks to restrict their lending and investing activity. This was done, of course, to head off the apparent inflationary bubble at that time and it resulted in falling Government bond prices. As the economy began to turn around, however, Reserve Bank policy also turned around in order to discourage deflationary developments. This action shortly manifested itself in sharply rising prices of Government bonds.

Neither Too Fast Nor Too Slow

The shift in Federal Reserve policy last year is perhaps best illustrated by changes in wording of the directives of the Federal Open Market Committee, a record of which is published as a part of the annual report of the Board of Governors. In early March the committee was directing that the open market account continue to be operated "with a view to exercising restraint upon inflationary developments." At the June meeting the directive was changed to "avoiding deflationary tendencies without encouraging a renewal of inflationary developments." In September the directive was again changed to prescribe operations "avoiding deflationary tendencies." Finally, at the December meeting the Committee prescribed that operations be carried on with the view "to promoting growth and stability in the economy by actively maintaining a condition of ease in the money market."

Here the official record ends, yet the reduction in the rate at which Reserve Banks lend to their member banks to $1\frac{3}{4}$ percent in January and another reduction at some Reserve Banks in April to $1\frac{1}{2}$ percent seem to indicate

that the policy of "active ease" has not been changed. So far, however, the Reserve Banks have not flooded member banks with reserves but instead have released reserves in some weeks and sopped them up in other weeks as the private credit needs of the economy required. Free reserves—that is, excess reserves minus borrowings—have been maintained in this manner at an average level of about 500 million dollars during most of 1954, as is shown by the weekly Federal Reserve statements. Present monetary policy, therefore, although directed toward freer credit conditions as is consistent with a period of declining business conditions, can hardly be characterized as a "crash" program designed to stimulate the economy at all costs.

The fact that large pools of excess reserves do not exist at present is evidence that monetary policy has been effective in stimulating banks to expand loans and investments at rates of return attractive both to themselves and to their borrowers. The high price of Governments, particularly short-term Governments, is therefore only partially the result of deliberate Federal Reserve policy.

The "Natural" Price

The record of policy actions taken by the Federal Open Market Committee in 1953, contained in the Annual Report of the Board of Governors, indicates that during most of last year open market purchases and sales were conducted only in short-term Government securities and were "entered into solely for the purpose of providing or absorbing reserves." In the discussion of this policy it was made clear that this course was adopted because it was felt the monetary authority should not attempt to determine "what the market should be" and that direct purchases and sales in the short-term sector would affect least the dollar price of securities. Thus, "the market would still reflect natural forces of supply and demand and thus furnish a signal of the effectiveness of credit policy aimed primarily at the volume and availability of bank reserves." The price of butter beans was not being determined directly by the biggest potential buyer, for he was buying only pole beans. Butter bean prices still reflected the "natural" forces of the market as well as the manner in which the demand for them "spilled over" from high-priced pole beans.

Although long-term operations are not precluded in the event of disorderly market conditions or when otherwise required, the weekly statements of Reserve Bank holdings of the various classes of securities show no operations in the long-term sector this year.

As long as monetary policy continues to be a foremost weapon in fighting cyclical swings in economic activity and as long as changes occur in both the supply and type of Government debt instruments, some changes in the price of Governments may well be expected. Because changes in the price of Governments are both a reflection of general credit conditions and an important causal factor in determining movements in the cost and availability of private credit, alert investors and businessmen who make use of credit as well as lenders who supply credit, might well say with Thoreau "I was determined to know beans."

THOMAS R. ATKINSON

Bank Announcements

On May 20, the Jackson-Hinds Bank, Jackson, Mississippi, a nonmember bank, located in territory served by the New Orleans Branch, together with its branches in Leavell Woods and Terry, Mississippi, began to remit at par for checks drawn on it when received from the Federal Reserve Bank. Officers of this bank include Marvin Collum, President; Max T. Allen, Jr., Vice President and Cashier; George A. Morgan and George W. Morgan, Vice Presidents; and Chester Thornton and Mrs. Clyda Harper, Assistant Cashiers. Its capital amounts to \$400,000 and surplus and undivided profits to \$114,377.

The Bank of Dickson, Dickson, Tennessee, did not open April 1 as was announced in the April issue of this Review. The exact opening date was May 28. A nonmember state bank, it will remit at par. Officers are Hugh Wynns, President; Wayne Sensing, Executive Vice President; and Glenn Hamilton, Cashier. It has a capital of \$100,000 and surplus of \$100,000.

Balance Sheet of Agriculture

SIXTH DISTRICT STATES JANUARY 1, 1953

	Ala.	Fla.	Ga.	La.	Miss.	Tenn.	District States	Outside District States	United States
ASSETS									
(Millions of Dollars)									
PHYSICAL ASSETS									
Real Estate	1,312	1,332	1,375	1,105	1,507	1,727	8,358	83,942	92,300
Non-Real Estate									
Livestock	197	173	183	196	201	238	1,188	13,712	14,900
Motor Vehicles, Machinery and Equipment	427	172	492	356	522	551	2,520	14,680	17,200
Crops, Stored off and on Farms	72	8	94	56	204	148	582	8,518	9,100
Household Furnishings and Equipment	145	84	168	105	75	153	730	9,270	10,000
FINANCIAL ASSETS									
Deposits and Currency	104	94	120	103	165	140	726	13,474	14,200
U. S. Savings Bonds (E)	38	18	38	38	48	40	220	4,780	5,000
Investments in Cooperatives	16	24	29	26	30	35	160	2,540	2,700
TOTAL ASSETS	2,311	1,905	2,499	1,985	2,752	3,032	14,484	150,916	165,400
CLAIMS									
LIABILITIES									
Real Estate Debt	102	114	133	71	136	113	669	6,431	7,100
Non-Real Estate Debt									
To Principal Institutions									
Excluding CCC	52	46	62	43	82	65	350	3,850	4,200
Held or Guaranteed by CCC	16	*	40	14	30	26	126	1,074	1,200
To Others	22	70	36	12	44	63	247	3,153	3,400
TOTAL LIABILITIES	192	230	271	140	292	267	1,392	14,508	15,900
PROPRIETORS' EQUITIES	2,119	1,675	2,228	1,845	2,460	2,765	13,092	136,408	149,500
TOTAL LIABILITIES AND NET WORTH	2,311	1,905	2,499	1,985	2,752	3,032	14,484	150,916	165,400

*\$401,000

For the past couple of years threats of lower prices and reduced incomes have been snapping at District farmers' heels like a pack of yelping dogs. Although declines have not been as large as was feared, they have been large enough to halt the improvement in farmers' financial position that had begun in the early forties. District state farmers' equities in their farms rose consistently from year to year, from about 3.3 billion dollars in 1940 to slightly more than 13 billion dollars in 1952. By 1953, however, the upward trend had ended. At the start of that year District farmers' net worth in their composite farm businesses was some 47 million dollars less than a year earlier.

The pronounced improvement in farmers' financial standing in recent years is revealed in a Balance Sheet of Agriculture for Sixth District states prepared by this Bank. According to the Balance Sheet, farmers generally, through 1947 at least, found it fairly easy to borrow money; had little difficulty paying back the loans; and did, in fact, reduce their total debt. After 1947, however, they went more heavily into debt.

But the over-all growth in debt between 1940 and 1953 did not severely retard the improvement in the financial standing of District farmers. During this period, inflation pushed asset valuations to record peaks and gave a marked lift to incomes. A little more than half of the gain in farmers' equities came from greatly expanded land values. Many farmers had to acquire additional assets, such as livestock, machinery, and certain other farm and home equipment, so that they could produce enough to meet the increased needs of the nation's growing population and those of our wartime allies. Some of the new strength in Southern agriculture came from farmers' increased holdings of financial assets, which gave them greater flexibility in arranging their investment programs. All these additions

to assets other than land and buildings accounted for nearly half of the gain in farmers' equity.

Farmers in the District have less liquidity than farmers in the balance of the nation. For each dollar of short-term farm debt in 1953, District farmers had \$1.30 of deposits, currency, and Government bonds, which represent their "quick assets." For the balance of the nation there was \$2.25 of "quick assets" for each dollar of short-term debt. District farmers' holdings of some 14.5 billion dollars worth of assets were, however, a source of satisfaction. Their assets were compromised by a debt of only 1.4 billion dollars, roughly a tenth of the value of all assets.

Judging from District farmers' equities in their farm businesses, a further large decline in value of assets or a rise in debts could occur without being fatal. Of course, on the basis of a lowered financial standing, the volume of capital attracted to the region's agriculture would likely diminish. At present the anxieties of District farm people center about the need for preventing a shrinkage in asset values and in their equities and a curtailment in their ability to get funds from the capital markets.

Unfortunately some of these anxieties are well founded for there has been a further deterioration in farmers' financial standings since early 1953. Land values, for example, have declined and livestock inventories are worth less. Very likely there has been a cut in their holdings of savings bonds. At the end of 1953, long-term debt at member banks was still rising.

It seems quite probable that these trends are persisting in 1954. Consequently, District farmers' equities in their composite farm businesses could, by year-end, be as much as half a billion dollars below the 1953 level.

ARTHUR H. KANTNER

Ownership of Demand Deposits

Demand deposits of individuals, partnerships, and corporations in all commercial banks of this District were estimated at 5,628 million dollars as of January 30, 1954. This figure is about 220 million above the January 1953 level and about 3 billion above the level of 1943, when the first survey of demand deposit ownership was made. The large increase in these deposits during 1953 and since 1943 did not appreciably change the ownership distribution, as individuals and trade and manufacturing and mining firms continued to hold relatively large shares.

In January 1954, individuals, including farmers, held about 84 percent of the four million accounts and about 46 percent of the total dollar volume. At present the mean average personal checking account in this District is about 760 dollars. This may seem high to most individuals, but it does reflect the large balances held by a relatively few persons. There are about 300 personal deposits of over 100,000 dollars, and some 5,600 accounts between 25,000 and 100,000 dollars. There are about 3.3 million accounts of less than 10,000 dollars, totaling 1,914 million dollars.

Although business firms hold only 11 percent of the accounts, their deposits amount to 49 percent of the dollar volume. Together these firms have about 2,768 million dollars in their demand deposit accounts, with trade firms holding 964 million and manufacturing and mining companies holding 656 million. Financial businesses, such as

investment, loan, real-estate, and insurance firms, have balances totaling 482 million dollars, followed by construction and services with 401 million, and by public utilities which include transportation and communication and power companies with 265 million. Nonprofit organizations and trust funds of banks hold about 5 percent of the number and of the dollar volume of accounts.

Although total deposits increased about 4 percent between January 1953 and January 1954, all types did not share in the increase. "All other deposits," which include trust funds of banks and, to a lesser extent, foreign balances had the largest rate of increase—16 percent, despite a decline at large banks. Personal accounts, other than farm, increased 6 percent, although farm accounts, despite lower farm prices and farm income, increased 8 percent. Manufacturing and mining accounts and balances of services and construction firms also increased during the year. The increase in these deposits generally took place at all banks, although manufacturing and mining balances declined at small banks and construction and service balances decreased slightly at banks with 10 million to 100 million dollars in deposits.

Deposits of public utilities, financial firms, and nonprofit organizations were the only types showing declines for the year. The decline in deposits of public utilities was generally in corporation accounts and was not restricted to banks of any particular size. The drop in holdings of financial firms was concentrated in the noncorporate accounts and was general among banks of all sizes.

Changes since 1943 have more significance, of course, than the relatively small changes during the past year. Personal depositors who now hold about 46 percent of the dollar volume of all deposits held only 43 percent in 1943. Financial businesses had the largest percentage increase since 1943. In that year they held about 5.6 percent of the total dollar volume, compared with 8.6 percent in 1954. Although deposits of trade and manufacturing and mining firms increased, they did not increase as rapidly as holdings of other segments of the economy, since deposits held by these firms dropped from 33.5 percent of total deposits in 1943 to 28.8 percent in 1954. For the same period balances of public utilities dropped from 6.2 percent to 4.7 percent.

The postwar trend in demand deposits in this District has continued despite the recent softness in the nation's economy. There were some shifts in distribution among accounts during 1953, but on a relative basis the changes were small. Manufacturing and mining, services and construction, and personal deposits increased in relative importance, whereas balances of public utilities, nonprofit organizations, and financial businesses dropped slightly. In each case, the shift was less than one percent. It would appear, therefore, that the economy of this District was not appreciably affected by the recent downturn and that the purchasing power of the region remains high.

CHARLES S. OVERMILLER

DEMAND DEPOSITS OF INDIVIDUALS, PARTNERSHIPS, AND CORPORATIONS

All Commercial Banks, Sixth Federal Reserve District
January 30, 1954

Type of Owner	Number of Accounts (Thousands)	Millions of Dollars	Dollar Volume		
			Percent Change from Jan. 1953	Percent Distribution 1953	Percent Distribution 1954
Manufacturing and Mining	36	656	+ 4.6	11.6	11.7
a. Corporate	18	572	+ 3.4	10.2	10.1
b. Noncorporate	18	84	+ 13.9	1.4	1.6
Public Utilities	15	265	— 1.6	5.0	4.7
a. Corporate	8	233	— 3.5	4.5	4.1
b. Noncorporate	7	32	+ 15.1	.5	.6
Trade	234	964	+ 3.6	17.2	17.1
a. Corporate	49	505	— 2.8	9.6	9.0
b. Noncorporate	185	459	+ 11.7	7.6	8.1
Construction and Services	106	401	+ 4.1	7.1	7.2
a. Corporate	21	181	+ 1.6	3.3	3.3
b. Noncorporate	85	220	+ 6.3	3.8	3.9
Financial					
(Excl. Trust Accts.)	48	482	— 0.6	9.0	8.6
a. Corporate	17	347	+ 0.8	6.4	6.2
b. Noncorporate	31	135	— 4.0	2.6	2.4
Total Business	439	2768	+ 2.7	49.9	49.3
a. Corporate	113	1838	+ 0.1	34.0	32.7
b. Noncorporate	326	930	+ 8.2	15.9	16.6
Personal Accounts	3370	2566	+ 6.1	44.7	45.5
a. Farmers	354	314	+ 7.6	5.7	5.8
b. Other	3016	2252	+ 5.9	39.0	39.7
Nonprofit Organizations	168	198	— 7.2	3.9	3.5
All Other	23	96	+ 16.1	1.5	1.7
District Total	4000	5628	+ 4.0	100.0	100.0

Sixth District Statistics

Instalment Cash Loans

Lender	No. of Lenders Reporting	Volume		Outstandings	
		Percent Change Apr. 1954 from		Percent Change Apr. 1954 from	
		March 1954	April 1953	March 1954	April 1953
Federal credit unions	35	-6	+9	+0	+20
State credit unions	17	+6	-9	+1	+1
Industrial banks	8	-10	-39	+1	-40
Industrial loan companies	11	-1	+4	+2	-1
Small loan companies	31	-2	+3	-1	+9
Commercial banks	32	+0	-15	+1	+2

Retail Furniture Store Operations

Item	Number of Stores Reporting	Percent Change April 1954 from	
		Mar. 1954	Apr. 1953
Total sales	128	+6	-2
Cash sales	112	+10	-3
Instalment and other credit sales	112	+5	-3
Accounts receivable, end of month	118	-1	-1
Collections during month	118	-9	-7
Inventories, end of month	88	+3	-3

Wholesale Sales and Inventories*

Type of Wholesaler	Sales			Inventories		
	No. of Firms Reporting	Percent Change Apr. 1954 from		No. of Firms Reporting	Percent Change Apr. 30, 1954, from	
		Mar. 1954	Apr. 1953		Mar. 31 1954	Apr. 30 1953
Automotive supplies	4	-7	+10	3	+7	+3
Electrical—Wiring supplies .	3	-31	-26	3	+7	-6
" Appliances	7	-14	-30	6	+8	-22
Hardware	10	+4	-3	5	-8	-8
Industrial supplies	19	+5	-8	6	+2	+1
Jewelry	4	-3	-8	3	-8	+8
Lumber and bldg. mat'ls . .	8	+4	-1	7	-1	-3
Plumbing & heating supplies	4	+3	+3	3	-3	-1
Refrigeration equipment . .	6	+43	+24	6	+17	+19
Confectionery	3	+14	+5
Drugs and sundries	7	-9	+8
Dry goods	16	-11	-1	12	-8	-6
Groceries—Full-line	30	-4	-1	15	-1	+2
" Specialty lines . .	7	-15	-13	3	-4	+2
Tobacco products	12	+9	-0	8	-1	+0
Miscellaneous	13	+0	+10	9	+19	+11
Total	153	-1	-3	89	+0	-3

*Based on information submitted by wholesalers participating in the Monthly Wholesale Trade Report issued by the Bureau of the Census.

Department Store Sales and Inventories*

Place	Sales			Inventories		
	Percent Change			Percent Change		
	April, 1954 from	4 Months		Apr. 30, 1954, from		
	Mar. 1954	Apr. 1953	1954 from 1953	Mar. 31 1954	Apr. 30 1953	
ALABAMA	+18	+7	-5	-4	-14	
Birmingham	+12	+6	-6	-2	-13	
Mobile	+22	+15	-1	
Montgomery	+22	+6	-4	
FLORIDA	+1	+7	-1	-2	-4	
Jacksonville	+20	+16	+0	+1	-13	
Miami	-3	+7	-1	-5	+2	
Orlando	-1	+4	-1	
St. Ptersbg.-Tampa Area	-3	+1	-2	
St. Petersburg	-10	-2	-5	-4	-13	
Tampa	+3	+3	+1	
GEORGIA	+18	+16	+0	-2	-4	
Atlanta**	+18	+20	+2	-1	-1	
Augusta	+15	+4	-4	
Columbus	+18	+10	-1	+1	-10	
Macon	+24	+9	-7	-4	-6	
Rome**	+41	+11	-6	
Savannah**	+20	+5	-4	
LOUISIANA	+15	+13	+2	-3	-2	
Baton Rouge	+22	+7	-1	-3	+3	
New Orleans	+14	+13	+2	-3	-2	
MISSISSIPPI	+21	+12	-1	-6	-6	
Jackson	+18	+12	-1	-6	-6	
Meridian**	+22	+10	-2	
TENNESSEE	+19	+11	-1	-3	-12	
Bristol, Tenn.-Va**	+2	+5	-1	-2	-4	
Bristol-Kingsport-Johnson City**	+15	+6	-4	
Chattanooga	+23	+19	-1	
Knoxville	+20	+16	+4	+0	-21	
Nashville	+15	+3	-5	-5	-15	
DISTRICT	+14	+10	-1	-3	-6	

*Includes reports from 126 stores throughout the Sixth Federal Reserve District.

**In order to permit publication of figures for this city, a special sample has been constructed which is not confined exclusively to department stores. Figures for non-department stores, however, are not used in computing the District percent changes.

Condition of 27 Member Banks in Leading Cities

(In Thousands of Dollars)

Item	May 19 1954	Apr. 21 1954	May 20 1953	Percent Change May 19, 1954, from	
				Apr. 21 1954	May 20 1953
Loans and Investments—					
Total	2,996,984	2,983,679	2,870,303	+0	+4
Loans—Net	1,293,345	1,289,314	1,229,607	+0	+5
Loans—Gross	1,314,781	1,310,743	1,251,386	+0	+5
Commercial, industrial, and agricultural loans	760,118	767,504	701,937	-1	+8
Loans to brokers and dealers in securities	16,827	15,218	17,679	+11	-5
Other loans for purchasing or carrying securities	34,356	33,770	37,190	+2	-8
Real estate loans	89,180	86,831	91,132	+3	-2
Loans to banks	12,839	10,490	10,466	+22	+23
Other loans	401,461	396,930	392,982	+1	+2
Investments—Total	1,703,639	1,694,365	1,640,696	+1	+4
Bills, certificates, and notes	610,806	578,728	659,168	+6	-7
U. S. bonds	815,158	846,730	723,612	-4	+13
Other securities	277,675	268,907	257,916	+3	+8
Reserve with F. R. Bank	508,641	511,157	496,946	-0	+2
Cash in Vault	44,667	46,048	46,111	-3	-3
Balances with domestic banks	229,619	235,819	221,088	-3	+4
Demand deposits adjusted	2,196,329	2,206,078	2,167,060	-0	+1
Time deposits	592,516	586,135	566,301	+1	+5
U. S. Gov't deposits	103,518	75,648	52,802	+37	+96
Deposits of domestic banks	598,919	628,478	561,117	-5	+7
Borrowings	20,700	17,000	42,750	+22	-52

Debits to Individual Demand Deposit Accounts

(In Thousands of Dollars)

	April 1954	March 1954	April 1953	Percent Change		
				April 1954 from		Year-to-date 4 months 1954 from 1953
				March 1954	April 1953	
ALABAMA						
Anniston	27,767	30,208	29,273	-8	-5	-5
Birmingham	435,260	477,892	416,067	-9	+5	+1
Dothan	20,666	20,299	17,879	+2	+16	+9
Gadsden	23,104	23,779	24,406	-3	-5	-6
Mobile	164,823	191,541	161,090	-14	+2	+4
Montgomery	95,853	103,228	98,061	-7	-2	+2
Tuscaloosa*	32,030	35,208	34,093	-9	-6	+1
FLORIDA						
Jacksonville	458,374	482,580	424,893	-5	+8	+6
Miami	432,624	503,092	418,873	-14	+3	+7
Greater Miami*	672,106	770,270	636,829	-13	+6	+8
Orlando	95,904	102,521	94,898	-6	+1	+1
Pensacola	57,082	61,177	53,417	-7	+7	+7
St. Petersburg	105,317	116,395	102,061	-10	+3	+5
Tampa	204,207	221,728	193,544	-8	+6	+5
West Palm Beach*	71,937	77,701	67,356	-7	+7	-1
GEORGIA						
Albany	37,999	40,467	39,187	-6	-3	-3
Atlanta	1,298,365	1,359,221	1,233,077	-5	+5	+6
Augusta	81,591	83,672	86,700	-3	-6	-9
Brunswick	12,594	12,697	12,258	-1	+3	+4
Columbus	74,981	79,609	77,162	-6	-3	-3
Elberton	4,653	4,614	4,823	+1	-4	-7
Gainesville*	26,902	28,262	25,545	-5	+5	+9
Griffin*	12,774	13,674	13,459	-7	-5	-7
Macon	82,357	81,992	77,548	+0	+6	+2
Newnan	10,207	10,863	11,352	-6	-10	+3
Rome*	29,634	31,580	27,695	-6	+7	+10
Savannah	120,217	126,625	124,849	-5	-4	-3
Valdosta	18,532	19,059	15,619	-3	+19	+6
LOUISIANA						
Alexandria*	44,715	47,027	42,927	-5	+4	+3
Baton Rouge	133,265	147,271	130,281	-10	+2	+3
Lake Charles	52,911	54,712	54,590	-3	-3	-3
New Orleans	956,198	1,054,591	915,140	-9	+5	+2
MISSISSIPPI						
Hattiesburg	20,886	22,346	21,143	-7	-1	+1
Jackson	156,681	163,538	159,288	-4	-2	-5
Meridian	26,294	28,239	31,607	-7	-17	-16
Vicksburg	15,198	17,279	16,739	-12	-9	+3
TENNESSEE						
Chattanooga	207,475	229,692	214,403	-10	-3	-0
Knoxville	139,888	153,918	144,953	-9	-4	-2
Nashville	432,996	493,338	428,124	-12	+1	+6
SIXTH DISTRICT						
32 Cities	6,004,269	6,518,183	5,833,305	-8	+3	+3
UNITED STATES						
345 Cities	154,661,000	171,260,000	145,567,000	-10	+6	+8

*Not included in Sixth District totals.

Sixth District Indexes

1947-49 = 100

	Manufacturing Employment			Manufacturing Payrolls			Cotton Consumption**			Construction Contracts			Furniture Store Sales*/**		
	Mar. 1954	Feb. 1954	Mar. 1953	Mar. 1954	Feb. 1954	Mar. 1953	Apr. 1954	Mar. 1954	Apr. 1953	Apr. 1954	Mar. 1954	Apr. 1953	Apr. 1954	Mar. 1954	Apr. 1953
UNADJUSTED															
District Total	111	112	115r	151	151r	155	92	94	106	—	—	—	87	82	86
Alabama	104	104	107r	136	136r	141	90	94	105	160	196	166	83	80r	88
Florida	139	140	136r	187	192r	183	—	—	—	204	248	186	91p	89r	89
Georgia	113	113	116r	150	150r	160	93	94	105	189	183	171	87	84	90
Louisiana	105	108	106r	149	150	145	—	—	—	201	141	176	93p	90	82
Mississippi	107	106	115r	155	153	163	110	113	135	115	195	101	—	—	—
Tennessee	111	110r	116	154	153r	159	91	90	108	117	369	162	78	66r	77
SEASONALLY ADJUSTED															
District Total	110	112	113	150	150r	154	92	90	106	—	—	—	96	93r	94
Alabama	103	103	106	136	136r	141	—	—	—	—	—	—	86	92r	91
Florida	133	132	131r	175	179r	171	—	—	—	—	—	—	101p	98r	98
Georgia	113	113	116r	150	149r	160	—	—	—	—	—	—	93	95	96
Louisiana	107	111	108r	153	156	149	—	—	—	—	—	—	99p	106	87
Mississippi	108	108	115	160	156	168	—	—	—	—	—	—	—	—	—
Tennessee	110	110r	115	154	154r	159	—	—	—	—	—	—	77	75r	76

Department Store Sales and Stocks**

	Adjusted			Unadjusted		
	Apr. 1954	Mar. 1954	Apr. 1953	Apr. 1954	Mar. 1954	Apr. 1953
DISTRICT SALES*	127p	117	118r	129p	110	117r
Atlanta ¹	132	120	120r	132	108	110
Baton Rouge	105	107	111r	116	92	108
Birmingham	110	105	112	113	97	106
Chattanooga	134	116	120r	135	106	114r
Jackson	115	103	108r	116	95	104
Jacksonville	117	101	106r	116	93	100r
Knoxville	129	118	122r	133	106	115
Macon	133	116	139r	129	100	118
Miami	129	127	125r	134	133	125r
Nashville	114	112	116r	120	100	117r
New Orleans	122p	117	117r	128p	108	114r
St. Ptsbg.-Tampa Area	136	135	140r	140	139	139
Tampa	120	121	117	123	115	119
DISTRICT STOCKS*	135p	141	143r	143p	147	152r

¹To permit publication of figures for this city, a special sample has been constructed that is not confined exclusively to department stores. Figures for non-department stores, however, are not used in computing the District index.

*For Sixth District area only. Other totals for entire six states.

**Daily average basis.

Sources: Mfg. emp. and payrolls, state depts. of labor; cotton consumption, U. S. Bureau Census; construction contracts, F. W. Dodge Corp.; furn. sales, dept. store sales, turnover of dem. dep., FRB Atlanta; petrol. prod., U. S. Bureau of Mines; elec. power prod., Fed. Power Comm. Indexes calculated by this Bank.

Other District Indexes

	Adjusted			Unadjusted		
	Apr. 1954	Mar. 1954	Apr. 1953	Apr. 1954	Mar. 1954	Apr. 1953
Construction contracts*	—	—	—	180	252r	173
Residential	—	—	—	216	217r	159
Other	—	—	—	152	278r	184
Petrol. prod. in Coastal	—	—	—	—	—	—
Louisiana and Mississippi**	144	141r	142	147	141r	144
Furniture store stocks*	119	119	123	127	120	131
Turnover of demand deposits*	19.8	20.4	19.0	20.0	20.6	19.2
10 leading cities	21.7	21.5	20.9	21.2	22.0	24.0
Outside 10 leading cities	16.7	17.2	16.2	16.7	16.9	16.2
Elec. power prod., total**	—	—	—	195	191	184
Mfg. emp. by type	—	—	—	—	—	—
Apparel	141	141r	143r	141	140r	143r
Chemicals	123	122	120r	126	123	123r
Fabricated metals	141	144r	153r	145	146r	157r
Food	108	111	107r	107	110	106r
Lbr., wood prod., furn. & fix.	85	87	91r	86	86	92r
Paper and allied prod.	142	140	140r	142	141	140r
Primary metals	95	96r	105r	96	97r	106r
Textiles	94	95	101r	95	95	102r
Trans. equip.	165	167	154r	172	172	160r

r Revised p Preliminary

