



Monthly Review

ATLANTA, GEORGIA, JUNE 30, 1954

In This Issue:

Heavier Borrowing by District States and Cities

Consumers Have Money in Their Pockets

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

Tobacco, corn, and pastures have suffered from dry weather in southern Georgia, Alabama, and Mississippi.

Total farm cash receipts for January-May this year were somewhat smaller than for that period last year, with receipts from livestock marketings slightly up and returns from crop marketings down.

Farm prices for District products in May ranged well below a year earlier except for oranges, hogs, and cotton.

Cotton exports and domestic prices were stimulated this spring by low foreign stocks and increasing foreign consumption.

Manufacturing employment, seasonally adjusted, did not decline during April from the preceding month, for the first time since last October.

Insured unemployment fell slightly during April and May, but remained near the February peak.

Cotton textile activity, measured by seasonally adjusted cotton consumption, declined during May to the lowest point this year.

Factory payrolls, seasonally adjusted, remained unchanged during April, following a steady decline that began in December.

Department store sales in June, seasonally adjusted, recovered the small May dip and exceeded year-ago sales.

Inventories of durable home furnishings of department stores fell further behind last year's levels, and clothing stocks were also lower in April.

Inventories of wholesalers were slightly above last year in May, with refrigeration, automobile equipment, and household appliance inventories leading the expansion.

Total loans of member banks were practically unchanged in May from April, but were above the year-earlier mark.

Total deposits at member banks declined seasonally during May, reflecting declines in demand and interbank deposits.

Time deposits continued to increase and were substantially above the level of last May.

Reductions in member bank reserve requirements announced by the Board of Governors to take effect gradually from June 24 through August 1 will free substantial reserves to meet future credit demands.

Total spending, as measured by bank debits, was little changed in May from a month earlier but was up somewhat from a year ago.

Heavier Borrowing by District States and Cities

Municipal Market Influences Decisions

Man's wants are often said to be limitless. Although some particular demands—the demand for watermelons for instance—can be rather easily satisfied, the demand for the services of a local government seems as close to infinite as human wants can ever be. Last year the 18 million-odd people in the six states of the Sixth Federal Reserve District borrowed over three-quarters of a billion dollars through their state and local governments to satisfy some part of their demands for public services. This year they will probably borrow even more.

Part of the growing demand for public services comes because more people are having more kids and driving more cars faster than before. In the decade from 1940 to 1950 the six states experienced a 15-percent rise in population, a 17-percent gain in the number of children under 14, and a more than 81-percent increase in the number of motor cars. Still another part of the demand comes because people are crowding together in cities: the urban population in these southeastern states rose 37 percent during the decade. Finally, part of the growing demand comes from an upgrading of people's standards of community services. Even if all the kids could get into the little red schoolhouse, their parents wanted something better for them.

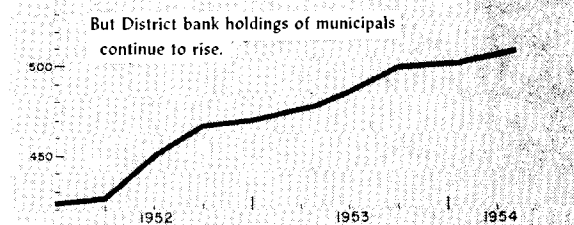
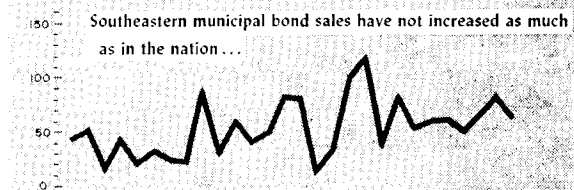
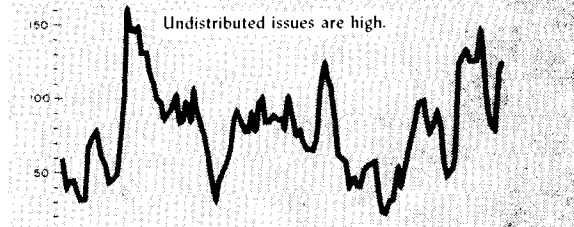
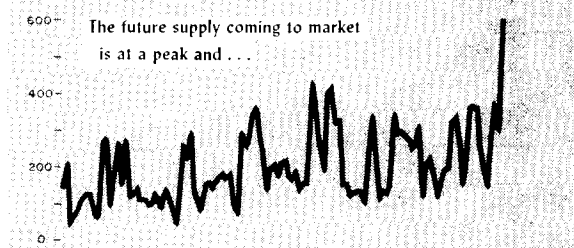
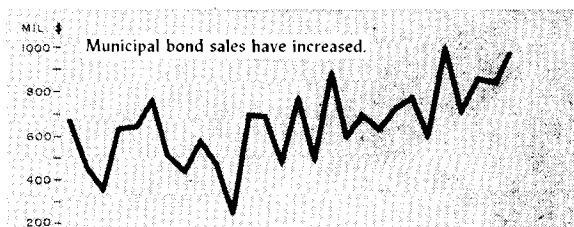
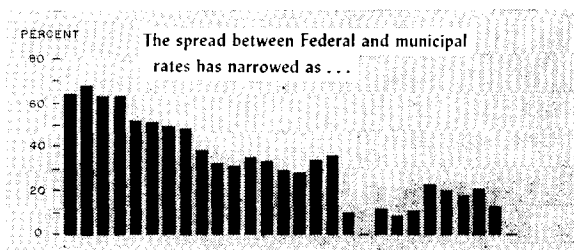
Indicative of the wideness of demands for services of Governments has been the varied types of public construction in the post-war period. Besides building public streets, roads, and schools, the state and local governmental units have constructed turnpikes, expressways, off-street parking facilities, office buildings, college buildings and dormitories, hospitals, port facilities, tourist facilities, public housing, utilities of all kinds, and free and toll bridges.

All these facilities had to be paid for. Although the high post-war incomes of people afforded the tax collectors with better means to pay the expenses of government, some of the capital improvement programs had to be financed by other means. A large part of the money came from long-term borrowing in the form of municipal bonds, as the obligations of both state and local governments are familiarly known.

Innovations Ease Borrowing Problems

For some years, financing public capital improvements by borrowing was as difficult as shoving a camel through a needle's eye. Many state constitutions prohibited borrowing by the state government. Similarly, either by constitution or by statute, the debt of counties and municipalities was often restricted to a set amount of the assessed property valuation of the particular community, and this amount usually was quite low, even apart from unrealistic property assessments. Many communities furthermore felt that the depression of the thirties was no time to saddle themselves with debt. And when the depression ended, the war came along, and with it restrictions on the use of materials for public construction.

Changes in Municipal Market Factors Since 1952



1. Bond yield differential; long-term Governments less municipals. 2. Bond buyer municipal sales, U. S. 3. Bond buyer 30-day visible supply. 4. Bond buyer balance major accounts. 5. Tabulation of municipal bond sales, six state area. 6. Holdings of municipal bonds by Sixth District member banks.

To get around the legal limitations on state and local government debt, state and local governments developed solutions that were as ingenious as they were simple. Independent authorities were set up with power to issue obligations on their own name and to pay interest and principal on such debt from leases of the constructed facilities to other agencies. In addition, in many cases the courts construed bonds backed by revenues of publicly owned utilities not to be general obligations of the issuing government units and not subject to ordinary statutory debt limitation. These developments opened the way for much of the post-war wave of bond flotations. The growing importance of authority and revenue financing in the District is evidenced by the fact that nearly three-quarters of the financing of state and local governments in the first four months of 1954 was of this type, compared with slightly more than one-half in the same period of 1953.

Housing Issues Large in District Total

So far in 1954, the major volume of financing by governmental units in the six states has been in the form of temporary loans for local housing authorities engaged in construction of public housing. Although temporary funds for building these facilities may be obtained from the Public Housing Administration, most local housing authorities have chosen to sell their obligations on the market with the guarantee of the Federal agency behind them. As the buildings reach completion, most of the temporary notes will be retired and replaced by longer-term issues, which under existing provisions can run up to 40 years in maturity. In the first four months of 1954, local housing authorities issued some 122 million dollars worth of temporary notes.

Counting the local housing authority issues as part of city obligations, nearly 70 percent of the total six-state borrowing by governmental units between January 1 and April 30 this year was by city governments and about 16 percent by state governments. Apart from the temporary housing authority issues, nearly all obligations are long-term.

Dealers "Bird-Dog" and Interpret Market

Not only does the legal ability of governments to borrow and the willingness of people to tax themselves in payment of debt affect the volume of municipal bond financing, but the state of the market for municipals also is important. Interpreting the state of the market is part of the job of some 130 dealers in the six-state area, as well as of dealers located outside the southeast, who aid in the marketing of bonds issued by state and local governments.

Both independent dealers and banks that have municipal bond departments perform a "bird-dogging" function in spotting local governments that are considering putting a new issue on the market. Sometimes the terms of the new issues are negotiated between the bank or dealer and the issuing governmental unit. More often in the larger issues, competitive bids are asked of dealers and dealer syndicates. In both cases, the dealers have to judge the particular market for municipal obligations as well as general monetary conditions in determining the cost at which they think the bonds can be sold to the ultimate holders.

One of the factors undoubtedly influencing the responsiveness of dealers to new issues is the amount of issues offered but as yet unsold. When the amount of "balances in major accounts" builds up heavily, prices quoted on new issues tend to be marked down and yields rise. The large amount of "undigested" issues in the last few months, therefore, has probably played some part in the recent upward movement of municipal bond yields.

Another factor affecting dealers' judgments on the cost of new issues is the amount of new municipal issues scheduled in the foreseeable future. In the last month, with some 600 million dollars of new municipal issues scheduled to be put on the auction block in the next thirty days, prices on both new and old issues were being marked down, and yields were rising. The amount of the "visible supply" of state and local obligations, therefore, is taken into consideration by dealers in bidding on new issues, because in the somewhat limited market such issues must be "sweetened" by price and yield concessions when the volume seems to be heavy.

In their dual function of selling new issues and maintaining markets for old issues, dealers are, of course, acting largely as middlemen between buyer and seller. Although dealers normally carry some inventory of bonds, they are not primarily interested in holding securities for their own account. Instead, much of the success of individual dealers depends upon their knowledge of the needs and desires of the ultimate holders of the bonds. In the final analysis, the ultimate holders of the bonds determine the prices and yields in the municipal bond market.

Individuals, Trust Funds, and Banks Are Major Buyers

Individuals and personal trust funds are perhaps the prime buyers of municipal bonds in this country. Together they held an estimated 12 billion dollars out of the 32.4 billion dollars outstanding at the end of June 1953. As investors, individuals tend to be attracted to municipals

Bank Announcements

On June 15, the East Gadsden Bank, Gadsden, Alabama, began to remit at par for checks drawn on it when received from the Federal Reserve Bank. This is a nonmember bank, located in territory served by the Birmingham Branch of the Federal Reserve Bank of Atlanta. Officers include E. J. Harris, President; D. C. McCoy, Executive Vice President; and H. O. Manning, Cashier. It has a capital stock of \$50,000 and surplus and undivided profits of \$68,000.

The Curtiss National Bank of Miami Springs, Miami Springs, Florida, opened for business June 28 as a member of the Federal Reserve System. Edward Mercer is President; Richard D. Marzane, Jr. is Vice President and Cashier; and Dexter Saunders is Assistant Cashier. It began operations with capital of \$500,000 and surplus and undivided profits of \$250,000.

largely because the interest derived from them is free of Federal tax. The result is that the net return on this type of security compares quite favorably with the return on much more risky corporate securities, subject to taxes. For example, an individual in the 32,000-38,000 dollar income tax bracket adding to his investments by purchasing a municipal bond currently selling to yield 2.10 percent would receive as much as he would receive from a corporate stock currently yielding 6 percent before taxes.

Ranking second as holders of municipal securities are commercial banks, which at the end of 1953 held about 10.6 billion dollars, or one-third of the total amount outstanding. Although still second to individuals and personal trust funds in the amount of municipals held, commercial banks have been more important than the latter category in the postwar period in the net amount of such securities actually purchased, providing 6.5 billion dollars of the 16.6 billion dollar increase in municipal borrowing since 1946, in comparison with 5 billion dollars provided by individuals and trust funds.

Banks Like Municipals for Several Reasons

Commercial banks buy municipals for a number of reasons. Some of them feel an obligation to their own communities and wish to support their projects. Perhaps more important is that good grade municipals have generally been considered a prime risk investment security. Finally, to banks as well as to individuals, income from obligations of state and local governments is exempt from Federal tax. Most banks in the taxable income bracket of 25,000 dollars and over find the yield on municipals attractive, relative to taxable investment securities. A municipal yielding 2.10 percent will return a yield equivalent to 4.37 percent on a taxable security. As even mortgages, after servicing expenses, hardly yield as much as this, municipals are attractive to commercial bank investment managers.

In addition, some commercial banks find high coupon municipals attractive because the premiums paid for such bonds may, under certain conditions, be amortized or charged to expense prior to computation of net taxable income. Not only is the income on such securities tax free, but also part of the cost of such securities may be deducted as an expense in computing the tax liability of the bank at considerable saving.

In the Sixth District, member banks differ greatly in the proportion of their investments held in the form of municipal obligations. In the group of 21 Reserve City banks at major cities of the District, the proportion held varied between one and 12 percent at the end of 1953. Country member bank holdings of municipals averaged 16.5 percent of their total investments.

Credit Policy Important in Market

One of the factors important in determining the prices and yields on municipal bonds is, of course, the general stage and direction of credit policy. Both Treasury and municipal bonds tend to be affected in much the same manner by changes in credit conditions, and peaks and troughs in both markets historically tend to occur at about

the same time. This similarity of movement is, of course, not surprising. As banks are major buyers of both types of securities, changes in their reserve positions affect prices and yields on both types of market instruments by affecting the banks' ability and willingness to purchase them.

Not only do both Treasury and municipal bond prices react similarly to changes in bank reserves, but as municipal bonds rank next to Treasury obligations in freedom from risk, there is within limits a considerable degree of substitutability between the two types of securities. Thus, banks and other investors may purchase municipals in place of Treasuries and vice versa. This tends to keep the prices and yields of one type moving in general agreement with those of another type.

Volume Affects Price Too

Dissimilarities in the market movements of municipals and Treasuries do occur, however, largely as a result of changes in the volume of municipals coming to market. Normally a rapid expansion in the volume of bonds absorbed is not easily made in the somewhat limited market. As a reflection of this, the heavy volume of municipal financing in the postwar period has tended to push the yield on these securities closer and closer to the yield on long-term Treasury bonds.

Illustrative of the influence of short-term supply changes have been the two peak periods of municipal bond financing in the last year. In June 1953, when the calendar of new issues coming to market reached 400 million dollars for the coming month, the spread between municipal and Treasury bond yields diminished to practically zero. Similarly, at the first of June, when around 600 million dollars of municipals were scheduled to move to market in the next thirty days, municipal and Treasury issues were selling to yield nearly equal rates of return. The amount of the "visible supply" of state and local obligations, therefore, has a strong influence on the market price.

On the national scene, the building programs of state and local governments have been acting as a shot in the arm to the economy, and one that has become more important as expenditures of both the Federal Government and private business have tended to taper off since last spring. The demand for the services of government will probably continue to multiply and if a high level is maintained in the economy, the public and their representatives will probably indicate their continued willingness to expand the amount of state and local debt.

In the face of this situation, how and where states and individual communities get their money for long-term needs will become increasingly important questions. Changes in tax laws would, of course, affect the scope of the potential market. Other investors might become important buyers of municipals if they found present outlets for funds shrinking. Unless there is a definite widening of the market for municipals, however, commercial banks will probably continue to participate heavily in financing long-term needs of state and local governments.

THOMAS R. ATKINSON

Consumers Have Money in Their Pockets

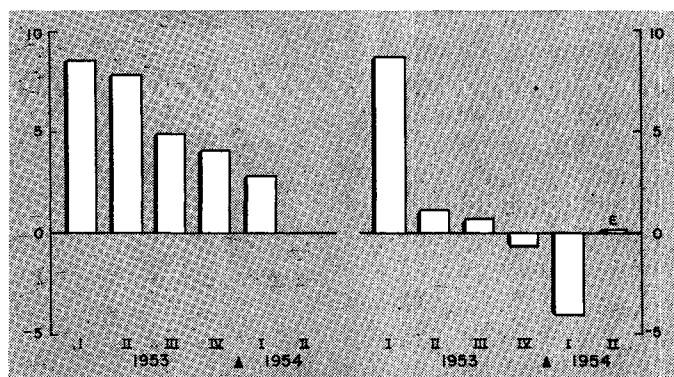
After having cut down on their spending for several months, Sixth District consumers boosted their purchases during the second quarter of 1954. Department store sales in April, for instance, after seasonal adjustment for a late Easter, were 9 percent above March. Furthermore, May and June sales continued above first-quarter levels.

But the real story of what consumers did in the first half is not told in the apparent sales revival. Rather, it is revealed in the definite continuation of a paradox that started in the second half of 1953. The paradox is that consumers have increased their long-term savings and reduced their instalment debts at the very time that incomes and spending were declining. As a result, they have more cash assets in reserve than ever before. A better understanding of the paradox, however, requires a closer look at the factors involved—income, spending, and savings.

Income Off Slightly; Spending Off More

Although total income is still above last year, it has been declining slightly from quarter to quarter since mid-1953. Furthermore in each successive quarter, it has shown less growth from a year earlier. Preliminary estimates for the first quarter of 1954 show agricultural and manufacturing income in the District states down from that period of last year. These declines, however, were offset by gains in the trade, service, and finance sectors and by larger Government payrolls. In the District, first-quarter income, before adjustment for seasonal variation, was 3 percent above last year, compared with one percent in the nation.

Percentage Change from Corresponding Quarter a Year Earlier
Income **Department Store Sales**
District States **Sixth District**



Consumers spent a little less than 300 million dollars at District department stores during the first half of 1954, or 2 percent less than the comparable amount for 1953. The first half this year was easily the stores' second best in history, even though it was significantly under the peak period last year—May through August. One thing that hurt was the after Christmas lull; at the end of March, department store sales were 13 percent below yast year's May high.

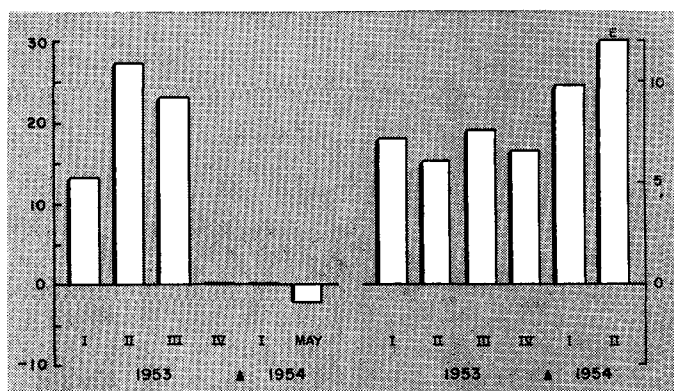
New automobile sales also fell more than usual right after the beginning of the year and did not pick up as normally would be expected. District sales through April

were still barely above last year, but their lead is shrinking steadily as last year's peak months are approaching.

Increased Savings and Smaller Debt

With the cut in spending exceeding the slight drop in incomes, people have had more money to save. In the District they even managed to maintain their high rate of saving in April, when their department store spending jumped substantially. Their time deposits, life insurance holdings, and savings and loan shares have all shown considerable increases over last year, which more than made up the net redemptions in savings bonds.

Percentage Change from Corresponding Quarter a Year Earlier
Consumer Debt **Time Deposits**
District Commercial Banks



Another part of consumer saving was in the form of old debt repayment. Many people who bought "on the cuff" last year were having to make large payments each month this year. District residents had bought a large number of automobiles and lots of household appliances in 1953, as they had done ever since credit controls were taken off, with the result that the instalment debt outstanding at commercial banks grew continuously through last October.

This year, new instalment sales of automobiles and appliances have been lower, and so far instalment loans have failed to make even the usual seasonal rises. The small amounts of these new loans, together with large repayments of old debts, have reduced total credit outstanding steadily. In April consumer debt at commercial banks was 7 percent below the 1953 October peak.

What Will They Do with Their Savings?

Any prediction of future consumer spending must take account of this increased rate of saving that has developed. Also, the high level of resources that consumers have accumulated cannot be ignored. If District residents remain bearish, they will continue to save sizable portions of their income, and consumer spending will not increase unless incomes rise sharply. But, if consumers should decide to spend the cash they have saved or to borrow from their replenished credit resources, present savings could be the most important factor in the consumer spending picture.

JOHN S. CURTISS

Sixth District Statistics

Instalment Cash Loans

Lender	No. of Lenders Reporting	Volume		Outstandings	
		Percent Change May 1954 from		Percent Change May 1954 from	
		April 1954	May 1953	April 1954	May 1953
Federal credit unions	34	+9	+12	+14	+23
State credit unions	16	+24	+4	+3	-1
Industrial banks	8	-6	-17	-0	-1
Industrial loan companies	11	+9	+33	+1	-1
Small loan companies	28	+14	-4	+9	+3
Commercial banks	33	+4	-12	-0	+0

Retail Furniture Store Operations

Item	Number of Stores Reporting	Percent Change May 1954 from	
		April 1954	May 1953
Total sales	138	+19	-9
Cash sales	122	+36	+10
Instalment and other credit sales	122	+19	-11
Accounts receivable, end of month	128	+1	-4
Collections during month	128	+6	-6
Inventories, end of month	98	-5	-3

Wholesale Sales and Inventories*

Type of Wholesaler	Sales			Inventories		
	No. of Firms Reporting	Percent Change May 1954 from		No. of Firms Reporting	Percent Change May 31, 1954, from	
		April 1954	May 1953		Apr. 30 1954	May 31 1953
Automotive supplies	6	-14	-11	5	+5	+11
Electrical—Full-line	7	-14	-16	6	-10	-2
" Wiring supplies	9	+4	-9	8	+0	+17
" Appliances	10	-8	-8	5	-1	-3
Hardware	18	-14	-17	7	+5	+9
Industrial supplies	4	+1	-7	3	-1	+2
Jewelry	8	+3	-1	7	-16	-17
Lumber and bldg. mat'ls	4	-2	-4	3	-1	+8
Plumbing & heating supplies	6	-18	-8	6	-24	+30
Refrigeration equipment	11	-4	+13	3	-4	+5
Drugs and sundries	12	-16	-14	9	-2	-6
Dry goods	42	-4	+2	24	-3	+3
Groceries—Full-line	3	-16	+5	5	-7	+5
" Voluntary group	9	0	-1	6	+3	+6
" Specialty lines	13	-11	-10	10	+1	-9
Tobacco products	174	-7	-5	107	-2	+1
Miscellaneous						
Total						

*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*

	Percent Change					
	Sales			Inventories		
	May 1954 from April 1954	May 1953	5 Months 1954 from 1953	May 31, 1954, from Apr. 30 1954	May 31 1953	
ALABAMA	-10	-14	-7	-3	-10	
Birmingham	-12	-13	-8	-2	-8	
Mobile	-9	-18	-5	
Montgomery	-7	-15	-6	
FLORIDA	-7	-2	-1	-3	-4	
Jacksonville	+5	-5	-1	-5	-9	
Miami	-3	+2	-0	-3	-0	
Orlando	-2	-2	-1	
St. Ptsbg-Tampa Area	-16	-5	-3	
St. Petersburg	-26	-8	-6	-2	-12	
Tampa	-8	-3	-0	
GEORGIA	-9	-14	-3	-3	-2	
Atlanta**	-10	-13	-2	-4	-0	
Augusta	-6	-20	-8	
Columbus	+1	-12	-4	+2	-3	
Macon	-8	-17	-9	-0	+2	
Rome**	-13	-18	-9	
Savannah**	-14	-20	-7	
LOUISIANA	-8	-2	+1	-4	-5	
Baton Rouge	-1	-1	-1	-7	-1	
New Orleans	-10	-4	+0	-3	-5	
MISSISSIPPI	-10	-11	-4	-7	-7	
Jackson	-13	-14	-4	-9	-8	
Meridian**	-4	-6	-3	
TENNESSEE	-4	-7	-2	-4	-9	
Bristol (Tenn. & Va.)**	-16	-22	-6	-0	-2	
Bristol-Kingsport-Johnson City**	-16	-20	-8	
Chattanooga	-6	-4	-2	
Knoxville	-5	-5	+2	-5	-20	
Nashville	+2	-7	-5	-6	-12	
DISTRICT	-7	-8	-3	-4	-5	

*Reporting stores account for more than 90 percent of the department store sales in the Sixth 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	June 16 1954	May 19 1954	June 17 1953	Percent Change June 16, 1954, from	
				May 19 1954	June 17 1953
Loans and investments—					
Total	2,959,683	2,996,984	2,868,099	-1	+3
Loans—Net	1,288,601	1,293,345	1,226,279	-0	+5
Loans—Gross	1,310,025	1,314,781	1,248,024	-0	+5
Commercial, industrial, and agricultural loans	760,857	760,118	691,347	+0	+10
Loans to brokers and dealers in securities	16,178	16,827	16,930	-4	-4
Other loans for purchasing and carrying securities	33,174	34,356	38,534	-3	-14
Real estate loans	91,740	89,180	90,981	+3	+1
Loans to banks	3,207	12,839	12,036	-75	-71
Other loans	404,869	401,461	398,196	+1	+4
Investments—Total	1,671,028	1,703,639	1,641,820	-2	+2
Bills, certificates, and notes	578,942	610,806	666,163	-5	-13
U. S. bonds	810,949	815,158	715,587	-1	+13
Other securities	281,191	277,675	260,070	+1	+8
Reserve with F. R. Banks	522,283	508,641	528,793	+3	-1
Cash in vault	45,281	44,667	46,150	+1	-2
Balances with domestic banks	254,585	229,619	236,004	+11	+1
Demand deposits adjusted	2,224,808	2,196,329	2,173,607	+1	+2
Time deposits	594,444	592,516	566,076	+0	+5
U. S. Gov't deposits	62,431	103,518	98,904	-40	+6
Deposits of domestic banks	614,367	598,919	577,533	+3	+6
Borrowings	19,400	20,700	59,640	-6	-67

Debits to Individual Demand Deposit Accounts

(In Thousands of Dollars)

	May 1954	April 1954	May 1953	Percent Change		
				May 1954 from		5 Months 1954 from 1953
				April 1954	May 1953	
ALABAMA						
Anniston	29,321	27,767	30,763	+6	-5	-5
Birmingham	429,568	435,260	435,777	-1	-1	+1
Dothan	18,632	20,666	18,450	-10	+1	+7
Gadsden	23,212	23,104	24,842	+0	-7	-6
Mobile	172,631	164,823	167,495	+5	+3	+4
Montgomery	101,392	95,853	95,702	+6	+6	+2
Tuscaloosa*	34,192	32,030	33,444	+7	+2	+1
FLORIDA						
Jacksonville	462,083	458,374	414,182	+1	+12	+7
Miami	418,625	432,624	362,244	-3	+16	+9
Greater Miami*	629,901	672,106	554,477	-6	+14	+9
Orlando	92,539	95,904	85,853	-4	+8	+2
Pensacola	55,112	57,082	54,284	-3	+2	+6
St. Petersburg	94,703	105,317	87,483	-10	+8	+5
Tampa	201,125	204,207	186,597	-2	+8	+5
West Palm Beach*	63,204	71,937	58,641	-12	+8	+1
GEORGIA						
Albany	37,937	37,999	39,219	-0	-3	-3
Atlanta	1,226,800	1,298,365	1,136,251	-6	+8	+7
Augusta	92,641	81,591	87,275	+14	+6	-6
Brunswick	13,229	12,594	11,395	+5	+16	+6
Columbus	73,018	74,981	77,114	-3	-5	-3
Elberton	4,724	4,653	5,011	+2	-6	-7
Gainesville*	27,508	26,902	26,004	+2	+6	+8
Griffin*	12,174	12,774	13,542	-5	-10	-8
Macon	79,248	82,357	78,969	-4	+0	+1
Newnan	9,987	10,207	10,769	-2	-7	+1
Rome*	28,124	29,634	28,087	-5	+0	+8
Savannah	123,317	120,217	127,896	+3	-4	-3
Valdosta	20,552	18,532	16,559	+11	+24	+18
LOUISIANA						
Alexandria*	47,763	44,715	39,961	+7	+20	+6
Baton Rouge	141,017	133,265	133,817	+6	+5	+3
Lake Charles	53,784	52,911	49,521	+2	+9	-1
New Orleans	936,277	956,198	923,769	-2	+1	+2
MISSISSIPPI						
Hattiesburg	21,197	20,886	21,644	+1	-2	+0
Jackson	148,762	156,681	152,735	-5	-3	-4
Meridian	26,397	26,294	30,469	+0	-13	-15
Vicksburg	14,994	15,198	17,291	-1	-13	-1
TENNESSEE						
Chattanooga	199,191	207,475	203,786	-4	-2	-1
Knoxville	142,605	139,888	155,567	+2	-8	-3
Nashville	455,308	432,996	429,172	+5	+6	+6
SIXTH DISTRICT						
32 Cities	5,919,928	6,004,269	5,671,901	-1	+4	+3
UNITED STATES						
345 Cities	149,722,000	154,565,000	141,981,000	-3	+5	+8

*Not included in Sixth District totals.

Sixth District Indexes

1947-49 = 100

	Manufacturing Employment			Manufacturing Payrolls			Cotton Consumption **			Construction Contracts			Furniture Store Sales */**		
	Apr. 1954	Mar. 1954	Apr. 1953	Apr. 1954	Mar. 1954	Apr. 1953	May 1954	Apr. 1954	May 1953	May 1954	Apr. 1954	May 1953	May 1954	Apr. 1954	May 1953
UNADJUSTED															
District Total	111	111	114	148	149r	156	89	92	107r	100p	89r	106
Alabama	103	104	107r	133	135r	142	88	90	104	153	160	121	95p	84r	113
Florida	138	138r	133r	187	186r	177	183	204	224	111	96r	108
Georgia	113	113	116r	146	150	159	88	93	107	243	189	176	100	87r	107
Louisiana	105	105	107r	145	149	149	185	201	460	109p	95r	107
Mississippi	108	107	115r	156	156r	167	99	110	141	207	115	118
Tennessee	110	110r	117r	148	148r	162	92	91	108	177	117	104	83p	80r	91
SEASONALLY ADJUSTED															
District Total	111	110	114	148	148r	156	88	92	105	100p	98r	106
Alabama	104	103	108r	133	135r	142	93p	89r	110
Florida	135	132r	130r	183	174r	173	115	107r	113
Georgia	113	113	116r	146	150	159	102	93r	109
Louisiana	107	107	109r	150	153	154	108p	101r	106
Mississippi	109	108	116	157	160	169
Tennessee	110	110	117	149	148r	163	79p	79r	86

Department Store Sales and Stocks**

	Adjusted			Unadjusted		
	May 1954	April 1954	May 1953	May 1954	April 1954	May 1953
DISTRICT SALES*						
Atlanta ¹	122p	127	134r	120p	129	131r
Baton Rouge	125p	132	143	119p	132	136
Birmingham	110	105	111	115	116	116
Chattanooga	98	110	112r	99	113	113
Jackson	127	134	133r	127	135	133r
Jacksonville	102	115	117r	101	116	116r
Knoxville	114	117	120	121	116	127
Macon	124	129	131r	126	133	133
Miami	123	133	149r	119	129	144
Nashville	146	129	143r	130	134	127r
New Orleans	111	114	119r	122	120	131r
St. Petersburg-Tampa Area	122p	122	127	115p	128	120
Tampa	134	136	140	118	140	124
Tampa	121	120	124	113	123	116
DISTRICT STOCKS*	137p	135	143r	138p	143	145r

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		
	May 1954	April 1954	May 1953	May 1954	April 1954	May 1953
Construction contracts*						
Residential	n.a.	180	232
Other	n.a.	216	215
Petrol. prod. in Coastal	n.a.	152	245
Louisiana and Mississippi**	147	142r	144r	144	145r	141r
Furniture store stocks*	118	116r	121	119	123r	122
Turnover of demand deposits*	20.5	19.8	19.0	19.7	20.0	18.2
10 leading cities	22.0	21.7	20.3	20.8	21.2	19.2
Outside 10 leading cities	17.8	16.7	16.3	16.7	16.7	15.5
	April 1954	March 1954	April 1953	April 1954	March 1954	April 1953
Elec. power prod., total**	184	195	174
Mfg. emp. by type						
Apparel	140	142r	142r	141	142r	143r
Chemicals	124	123	122r	125	126	123r
Fabricated metals	144	141	159r	143	145	158r
Food	112	108	107r	109	107	103r
Lbr., wood prod., furn. & fix.	86	85	92r	86	86	92r
Paper and allied prod.	143	142	142r	142	142	140r
Primary Metals	94	95	105r	94	96	106r
Textiles	94	94	102r	94	95	101
Trans. equip.	166	165	157r	171	172	162r

r Revised p Preliminary n.a. Not available

