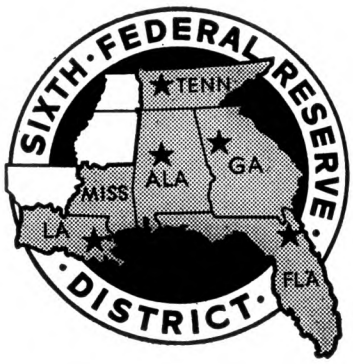

Monthly Review

ATLANTA, GEORGIA, NOVEMBER 30, 1954

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DISTRICT BUSINESS HIGHLIGHTS

More measures of the District's economic activity are now beginning to show advances of greater than seasonal proportions. Consumer buying, bank loans, and deposits are expanding more than is usual at this time of year. Residential construction continues to climb and textile activity shows further improvement. Agricultural income is the principal weakening factor in the brighter overall picture.

Department and furniture store sales, seasonally adjusted, reached their highest point this year in October, and department store sales are holding at that level in November.

Department store stocks, after adjustment for seasonal variation, hit the highest mark this year in September and declined very little in October. Stock-sales ratios are still below last year's.

Exports through District ports in the first seven months of 1954 were one-fourth larger than in that period last year.

Consumer savings continued to grow in October, as time deposits continued upward and life insurance sales totaled their second highest volume this year.

Total deposits at member banks increased more than seasonally during October, principally because of gains in demand and interbank deposits.

Bank debits, seasonally adjusted, increased in October and were substantially above the year-earlier level.

Total member bank loans expanded more than seasonally during October, and because of a large issue of CCC Certificates increased substantially during November.

Steel operations, as a percent of capacity, declined between mid-October and mid-November in Birmingham but rose in the nation.

Nonfarm employment, other than manufacturing, rose slightly during September and was above a year earlier.

Textile activity continued to improve, as seasonally adjusted employment increased during September and seasonally adjusted cotton consumption was higher in October than in any other month this year.

Residential construction awards during October were the second highest on record; other-than-residential contracts also showed gains over September but were below a year earlier.

Cash receipts from farm marketings through September were slightly below receipts for the like period last year.

Cattle slaughterings to October indicate that beef marketings will exceed those of last year by about one-fourth, but pork production is below last year's.

Non-real-estate farm loans at member banks declined significantly between October 1953 and October 1954, but farm-real-estate loans increased.

Cotton exports are expected to exceed last season's largely because of low foreign stocks of cotton and increased purchasing power abroad.

Direct credit extended to member banks by the Federal Reserve Bank of Atlanta rose substantially in November, but a large increase in total reserves from other sources helped hold free reserves near the October amount.

Financing 6th District Crude Oil Producers

Commercial Banks Becoming More Important Suppliers of Funds

Capital is essential for the development of natural resources and expansion of manufacturing. The Sixth Federal Reserve District, a low-income area for many years, often had difficulty securing sufficient capital for these purposes from its own savings and financial institutions and, therefore, had to depend heavily on outside investments. In more recent years, however, these handicaps have been slowly reduced, and capital investments have been gradually shifted toward industries using more capital in relation to labor.

A case in point is the petroleum industry, particularly the production phase, which includes the exploration, discovery, and extraction operations. Capital expenditures are probably greater for petroleum production than for the refining, transportation, or marketing branches. Financing of the early growth and development of this industry was supplied largely from sources outside the District, but more recently reinvested earnings, equity capital, and financial institutions within the District have become increasingly important as sources of funds.

The first producing oil well of any consequence in a Sixth District state was discovered in Louisiana in 1902. But development of petroleum production in District States was not exceedingly rapid until after 1939; since then it has outdistanced the relative increase in the nation. By 1953, Louisiana was the third largest oil producing state in the nation and was responsible for 11 percent of total output. Oil was not discovered in Mississippi until 1939, but by 1953 that state accounted for 2 percent of the country's petroleum and ranked ninth among producing states. Last year, however, Mississippi's annual output was slightly below the 1948 peak. Production in Alabama, Florida, and Tennessee is relatively insignificant, and deposits have not yet been discovered in Georgia, although serious efforts to locate oil have been made since 1938.

Economic Importance

Crude oil production is of substantial importance in the District when its direct contributions to employment and income are considered together with its influence on other segments of the economy. When considered alone, employment figures are not particularly striking. During 1953 about 32,000 persons in the five producing states were employed by the industry. The contribution to employment is greatest in Louisiana, where 4 percent of the nonfarm workers are engaged in this activity.

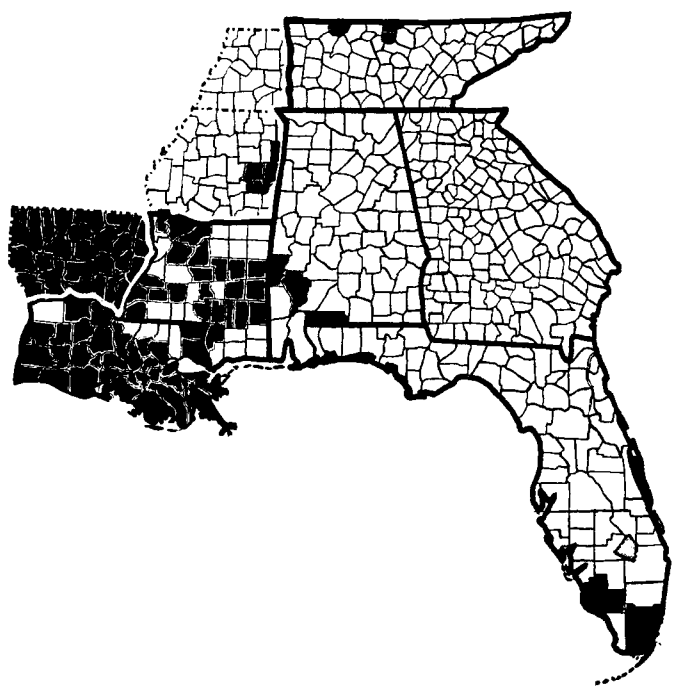
Petroleum production contributes considerably more to income than it does to employment. Although complete regional income data for this industry are not available, 8 percent of the total annual income in Louisiana comes from this activity, an estimate which may understate the actual amount and which does not include payments derived from other branches of the oil industry.

Most of the income arising from the production of petroleum in the District is probably in the form of wages and salaries, estimated at over 140 million dollars annually, with Louisiana responsible for about nine-tenths of the total. Wages are higher than those in most other major manufacturing and mining groups. Owners of the land on which oil is discovered receive royalties, frequently equivalent to one-eighth of the value of petroleum produced. Royalty payments come to an estimated 125 million dollars a year, and profits and dividends are additional sources of income.

Oil activity may directly affect an area in which oil has not yet been discovered, as some land is leased for eventual exploration or other purposes. Generally the minimum rent for a year is one dollar an acre, but the more desirable sections are considerably higher. The land owner is often paid a bonus for signing a lease. Over one-fourth of the total land area in the five producing states in the District at the beginning of 1954 was under oil and gas lease, according to the Independent Petroleum Association of America.

One way in which discovery of oil has indirectly influenced the region's economy is that it has attracted to the region many industries that depend on oil and gas, either as fuel or raw material. The oil refining and petrochemical industries, for example, owe their development largely to the discovery of these minerals. In 1953, total crude oil received by the 19 refineries in Louisiana, Alabama, and

Oil and Gas Producing Counties, 1953
Sixth District States



Mississippi was equivalent to about three-fourths of that area's petroleum production.

A variety of non-manufacturing activities has also been stimulated by oil production. Several major oil companies erected new office buildings in New Orleans in recent years undoubtedly because of discoveries on-shore and a sharpened interest in drilling off the Louisiana coast. Furthermore, oil is an important source of state revenue. In 1953, severance taxes on oil and gas furnished about one-fifth of Louisiana's tax income and a substantial but lesser share in Mississippi.

Structure of Industry

The production branch of the industry consists of many firms of all sizes. The overwhelming majority do nothing but produce oil, although several major companies also maintain their own pipelines, refineries, and marketing outlets. In District states in 1951, more than 400 establishments were producing crude petroleum and natural gas, and another 300 were engaged in field contract services, such as well-drilling and rig-repairing.

That the majority of firms employed less than eight people in 1951 is indicative of the relatively small size of many producers. A large staff is not essential because free lance specialists may be called upon to perform many vital functions. Geologists or geophysicists, for instance, recommend specific locations where wells should be drilled. These scientists may be independent consultants, employees of large oil companies, or producers in their own right.

Another specialist is the leaseman who secures permission from landowners for the producer to drill wells and to extract any oil or gas discovered. He is often a broker, an employee of a large oil company, or a representative of an independent operator. Actual drilling is also the work of specialists. Even the large companies may hire drilling contractors, who also do a considerable amount of drilling for themselves.

Although there are many oil producers, the large companies account for the principal proportion of output. Their relative importance to the total in the District is probably even greater than in the nation, where in 1951 the 31 largest firms were responsible for 61 percent of crude oil production, according to the Independent Petroleum Association. Indirect evidence is provided by data on production allowances by companies in the state of Louisiana for September 1954. Large companies predominate in southern Louisiana, an area responsible for four-fifths of the state's production. Small independents, whose financial resources are more limited, are less apt to concentrate their operations in areas where capital requirements are large. Near the Gulf Coast where wells must usually be very deep and are often in hard-to-get-to places, an average well may cost several hundred thousand dollars. In areas of relatively shallow drilling, such as northern Louisiana, costs are appreciably lower, and there the independents account for the greater share of total production. In Mississippi, drillings tend to be deeper than in northern Louisiana or the nation as a whole, but not as deep as in southern Louisiana.

Small operators generally play a heavier role in exploration than in production. In 1953, minor oil companies and independents, according to the American Association of Petroleum Geologists, drilled and financed 70 percent of the nation's new-field wildcats—that is, new fields on structures or environments never before productive. These data probably reflect the situation in this District. Many well-known producing fields were first discovered by small operators and then developed by major companies.

Despite advances made in scientific methods, prospecting for oil is still speculative. In 1953, oil or gas was discovered in only 10 percent of new-field wildcats completed in District states, a slightly lower percentage than that for the nation. Individual states and regions showed wide variations. One out of every seven such tests in Louisiana proved successful, whereas all 76 new-field wildcats in Alabama were dry. Within areas of proven production, where most drilling activity takes place, the success ratio is better than for wildcats.

The search for oil is steadily increasing. Between 1947 and 1953, exploratory drilling in District states almost doubled, and at the beginning of 1954, about 22 percent of the nation's geophysical and core-drilling crews were concentrated here.

Financing Needs

Two reasons for the considerable amount of capital required by the industry stand out: Exploration is costly as well as risky, and proper development of oil fields necessitates large additional monetary expenditures. The need for local capital is especially great for the small independent operator. Usually, small firms do not have access to capital markets for long-term financial requirements and cannot fill their short-term needs by borrowing on an unsecured basis at commercial banks.

For many years District commercial banks provided virtually no credit to the oil industry. Until prorationing commenced and production became more stabilized and prices less fluctuating, production loans were considered too risky. But today the most important type of oil loan is the production loan, which provides operators with funds for further exploration and development.

Other explanations for the limited lending activity of District banks have been given, some of which are applicable today. The amounts requested are usually large and banks are limited by their capital funds in the amount of money which they may lend to any one borrower. Furthermore, banks lack experience with the highly technical aspects of this type of financing. Independent operators are practically nonexistent in some areas. And many banks are unwilling to compete with similar organizations for the business of producers who moved to this region but already had banking connections elsewhere.

Capital requirements for oil exploration and production are also being supplied from other sources, which consist mainly of personal savings, equity capital that is probably encouraged by favorable tax provisions, and various forms of material assistance provided by major companies. Since the budgets of even the largest petroleum firms are inadequate to permit investigation of every potential oil area, some majors reportedly make monetary contributions for

drilling in exchange for data on dry holes. Land is sometimes subleased by majors to independents in return for a share of any petroleum that may be produced. Another type of assistance is an agreement whereby a drilling contractor accepts a working interest as a portion of his compensation for drilling.

Bank Credit

Although some producers still complain that commercial banks pay little attention to and lack proper understanding of their needs, bankers in the District are showing a growing interest in production loans. Some of them supply funds to operators who own producing properties for further drilling and acquisition of additional property. This type of bank lending, however, is still on a small scale, compared with that elsewhere and with nonbank capital sources within the District. Even the most active District banks in this field have only a comparatively small proportion of their total loans in oil.

Of the several banks that do finance oil activities, at least eight make production loans. For the most part, these banks are the large ones, although several smaller ones located in oil producing centers also have made such loans. In these cases, credit was often extended on a participating basis with other banks, a practice sometimes followed by larger institutions but with banks outside the District. In isolated cases, District banks have arranged credit jointly with insurance companies, which, according to some observers, are active in this field.

In recent years, several banks have added petroleum engineers to their staffs and at least one has organized an oil and gas department. Where the volume of oil credit is deemed inadequate to warrant employment of specialists, bank officers have taken it upon themselves to become familiar with the technical aspects of oil production and to obtain additional advice from outside experts.

As banks have become more experienced in petroleum lending, financial arrangements have undergone marked changes. At one time, credit was extended chiefly for 60 or 90 days, on the strength of a financial statement. Although this practice still exists, virtually all production loans today are secured by a deed of trust or mortgage on producing properties and sometimes on equipment also. Before such a loan is made, production records, reserves, validity of title, and character of borrower are carefully investigated, and an assignment of oil-runs is usually given to the bank. Frequently, the pipeline company will remit the borrower's entire monetary income from production to the bank, which then deducts a stipulated amount, applies it to the loan, and credits the borrower with the balance. This practice enables banks to keep close check on the collateral. The actual amount lent is usually not more than one-third of the anticipated net income from the properties.

The nature and terms of such lending have been fitted to the special needs of the oil industry within the dictates of prudent banking. Some banks extend credit on demand, but most production loans are theoretically drawn up for repayment in two to five years, usually on an instalment basis, with the typical maturity falling nearer to two years. Instalment loans with a definite maturity are often refinanced, as producers discover new wells and require additional funds. Individual loans vary widely in size and have exceeded 400,000 dollars, but the average loan outstanding is considerably smaller. Interest charges usually are 4½ to 5 percent. Larger banks lend mainly to concerns with assets of over 200,000 dollars, and the smaller ones to firms with assets of less than 50,000 dollars.

Experience with this type of lending has been excellent. Losses have been negligible partly because engineers' estimates of collateral have usually been conservative. Moreover, banks generally have not lent on less than two wells to any one borrower, thereby spreading the risk, and have made no loans against unproved production without other satisfactory security.

Banks also finance other oil activities. Some make short-term loans to drilling contractors, whose principal source of credit is probably oil supply companies. While this type of bank credit may be secured by a mortgage on equipment, some bankers consider such collateral undesirable and lend only on assigned contract payments.

Prospects

This region is gaining in importance as an oil-producing area and as a supplier of capital funds for the production of petroleum. Evidently, bank and nonbank institutions within the District will play increasingly important roles as incomes and oil activity continue to expand in the region. Many observers expect an intensive development of the tidelands despite the high costs of off-shore operations. Others see promise in recent discoveries made in Mississippi and regard prospects favorable to a varying degree in all District states. Although production has been cut back this year because of large stocks, such difficulties are unlikely to retard the long-term growth of petroleum production in this region or the growing interest of commercial banks in the development of this resource.

HARRY BRANDT

Bank Announcements

Additions to membership in the Federal Reserve System in November included the Florida National Bank & Trust Company at West Palm Beach, Florida, on November 15, through a conversion of the Florida Bank & Trust Company, a state nonmember bank. The President is J. L. McKinney; Vice Presidents are Ben W. Jackson and R. G. Riggle. John F. Lanigan is Vice President and Trust Officer. The Cashier is George O. McClung, Jr.; the Assistant Cashier is Susie J. Turner. Assistant Vice Presidents are E. L. Hutchens and William A. Setchel; and Trust Officer is David B. Alter, Jr. The bank has capital of $100,000 and surplus, profits, and reserves of over $1,100,000.

The First National Bank of Bay Minette, Bay Minette, Alabama, opened for business November 27 as a member of the Federal Reserve System. Frank Earle is President; J. C. Weldon, Jr., is Vice President; and Ray C. Stephens is Cashier. The capital stock amounts to $100,000 and surplus to $75,000.

The Central Bank of Mobile, Mobile, Alabama, a newly organized nonmember bank, opened for business November 19 and began remitting at par for checks drawn on it when received from the Federal Reserve Bank. Dwain G. Luce is President; and J. Tyler Turner is Cashier. The capital stock amounts to $200,000 and surplus and undivided profits to $70,000.

Wholesale Prices of Industrial Products

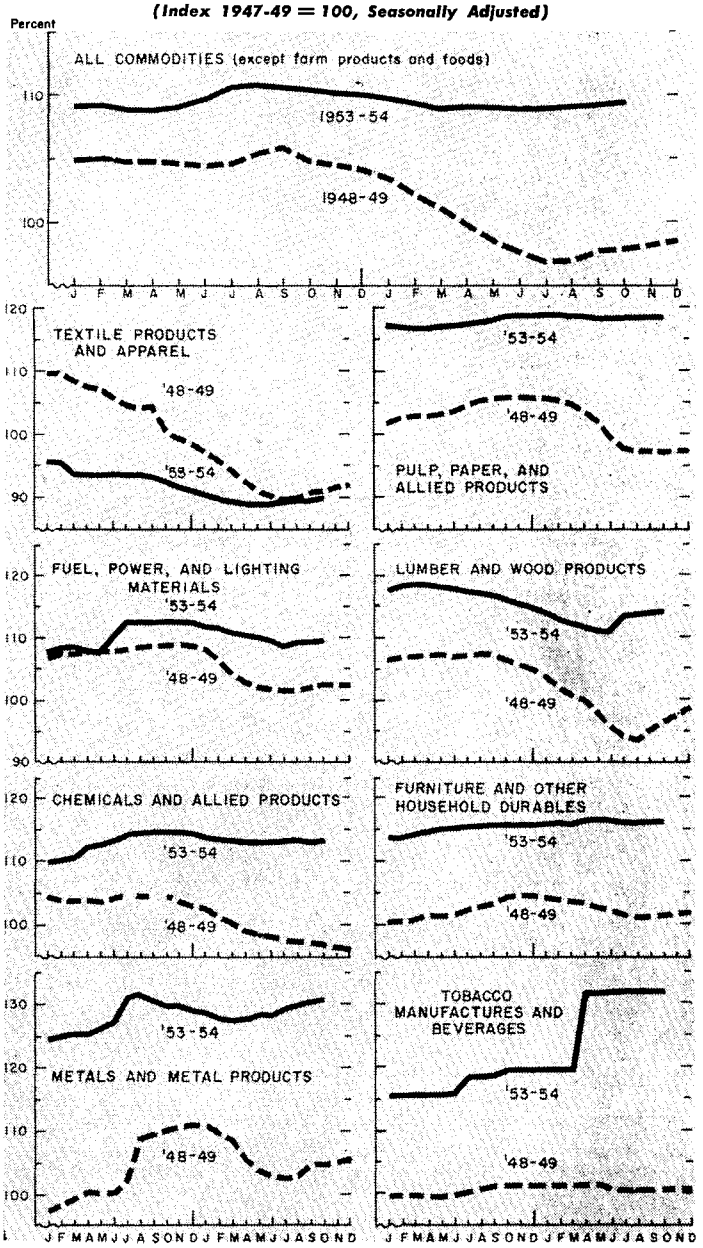
Recent Drops Only Slight but No Sharp Rise Foreseen

Average wholesale prices for all District commodities except farm products and foods declined only 2 percent from mid-1953 to the spring of 1954, although a business recession was underway during that time. When business slacked off in the 1948-49 recession, the index of wholesale prices dropped 8 percent in 1937-38 it declined 7 percent; and in the 1929-33 depression it fell 32 percent.

Most of the recent decline came between August 1953 and February 1954, although the lowest point was not reached until May of this year; subsequently the average of prices held steady. Conversely, in the 1948-49 period the index started to rise immediately after it reached its lowest point.

Declines in Wholesale Prices of District Nonfarm Commodities Milder in 1953-54 Than in 1948-49

(Index 1947-49 = 100, Seasonally Adjusted)



The 2-percent decline in the index of wholesale prices and the relative stability since May obscure divergent trends among the components of the average. Prices of textiles, the most important industrial product in this District, did not suffer as great a decline as in 1948-49. They did, however, show the largest drop in the District and have barely inched up from their springtime low. By November, they had risen about one percent, compared with a rise of 3 percent from low to high in 1949. Prices of lumber and wood products, which suffered a substantial set-back in 1948-49, also fell significantly between mid-1953 and early 1954. Since their low in June, however, they have risen more than textile prices.

Declines in prices of some other important items in the District index were small during the recent lull, compared with those in the 1948-49 recession. Chemicals, metals and metal products, fuel, and power and lighting materials, for example, held up pretty well. Chemicals declined one percent from September 1953 to June 1954, and prices of metals and metal products fell about 3 percent between August 1953 and March 1954. Chemicals and metals and metal products have moved back to their May 1953 price levels. But fuel and power and lighting materials, which dropped 5 percent in the recent price dip, have risen only 2 percent since their low in May.

Virtually no change occurred in quotations for products of the District pulp and paper, machinery, and furniture industries between mid-1953 and October 1954. In 1949, prices of such products declined, but recovered the lost ground by the middle of 1950.

Prices of hides, skins, and leathers fell sharply in both the 1953-54 and 1948-49 periods. In 1949, they rebounded after reaching their low point. But this year heavy marketings of cattle have further depressed prices of these items.

One notable exception to the general lethargy of prices since spring of this year has been the mid-summer increase of 10 percent in the average price of products in the tobacco and beverage component of the District wholesale price index. The rise was due principally to higher prices for non-alcoholic beverages.

Apparently the major price-making forces are exerting little upward pressure on prices. International tension, which usually engenders inflationary pressures, appears to be easing. Families and business firms, it is true, have high incomes, which they seem to be spending freely or using as a basis for enlarging their debts thereby tending to strengthen prices. But inventories of many items are still large, and they are being supplemented by increased production in some lines. In view of these conditions it does not seem likely that prices will rise much above present levels in the near future.

ARTHUR H. KANTNER

Sixth District Statistics

Instalment Cash Loans

Lender	No. of Lenders Reporting	Volume: Percent Change Oct. 1954 from Sept. 1954	Volume: Percent Change Oct. 1954 from Oct. 1953	Outstandings: Percent Change Oct. 1954 from Sept. 1954	Outstandings: Percent Change Oct. 1954 from Oct. 1953
Federal credit unions	39	—0	+25	+1	+27
State credit unions	18	—9	+16	+3	—1
Industrial banks	8	+7	+0	+1	—2
Industrial loan companies	11	+10	+11	+2	—8
Small loan companies	32	—0	+7	—1	+3
Commercial banks	33	+4	+2	+1	—1

Retail Furniture Store Operations

Item	Number of Stores Reporting	Percent Change Oct. 1954 from Sept. 1954	Percent Change Oct. 1954 from Oct. 1953
Total sales	128	+19	+8
Cash sales	100	+14	+10
Instalment and other credit sales	100	+22	+6
Accounts receivable, end of month	114	+2	—0
Collections during month	114	+8	—5
Inventories, end of month	87	+3	—8

Wholesale Sales and Inventories*

Type of Wholesaler	Sales: No. of Firms	Sales: Percent change Oct. 1954, from Sept. 30 1954	Sales: No. of Firms	Sales: Percent change Oct. 1954, from Oct. 1953	Inventories: No. of Firms	Inventories: Percent change Oct. 31, 1954, from Sept. 30, 1954	Inventories: No. of Firms	Inventories: Percent change Oct. 31, 1954, from Oct. 1953
Grocery, confectionery, meats	34	—3	26	—7	22	+3	20	—5
Edible farm products	10	+16	6	+38	8	—1	5	—26
Drugs, chems., allied prods.	12	+8	3	+9	9	+5	3	+9
Drugs	6	+4	3	+9	6	+5	3	+9
Tobacco	..	..	..	..	..	..	..	..
Dry goods, apparel	..	..	..	..	..	..	..	..
Furniture, home furnishings	21	+21	18	—34	21	+25	18	—11
Paper, allied products	..	..	..	..	..	..	..	..
Automotive	38	+2	35	+2	35	—11	33	+5
Electrical, electronic & appliance goods	5	—11	4	—9	5	+4	4	+6
Hardware	21	+15	18	+18	20	—0	18	+5
Plumbing & heating goods	..	..	..	..	..	..	..	..
Lumber, construction materials	5	—2	4	+7	3	—10	..	..
Machinery: equip. & supplies	30	—2	17	+5	23	+0	13	—1
Industrial	5	—0	5	+9	3	+1	3	—3
Iron & steel scrap & waste materials	9	+9	..	..	5	+6	..	..

*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: Percent Change Oct. 1954 from Sept. 1954	Sales: Percent Change Oct. 1954 from Oct. 1953	Sales: 10 Months 1954 from 1953	Inventories: Oct. 31, 1954, from Sept. 30 1954	Inventories: Oct. 31, 1954, from Oct. 31 1953
ALABAMA	+13	+3	—3	+3	—5
Birmingham	+2	+5	—3	—1	—4
Mobile	+31	—1	—2	..	..
Montgomery	+25	+7	—1	..	..
FLORIDA	+39	+8	+2	+5	—3
Jacksonville	+52	+6	+2	—3	—9
Miami	+40	+12	+2	+7	+0
Orlando	+36	+6	+2	..	..
St. Ptrsbg-Tampa Area	+25	—1	—1	..	..
St. Petersburg	+29	+3	—2	+7	—5
Tampa	+22	—3	+0	..	..
GEORGIA	+14	+5	+0	+5	—8
Atlanta**	+12	+6	+2	+3	—7
Augusta	+16	—3	—4	..	..
Columbus	+22	+10	+2	+18	—9
Macon	+17	+2	—7	+2	—8
Rome**	+38	+1	—7	..	..
Savannah**	+14	+6	—3	..	..
LOUISIANA	+15	+4	+2	+3	—3
Baton Rouge	+7	—2	—0	+5	—0
New Orleans	+16	+5	+2	+2	—5
MISSISSIPPI	+15	—2	—3	+1	—1
Jackson	+11	—3	—3	+1	—3
Meridian**	+21	—2	—4	..	..
TENNESSEE	+13	+4	—1	+8	—6
Bristol (Tenn. & Va.)**	+15	—9	—7	+3	—16
Bristol-Kingsport-Johnson City**	+17	—7	—8	..	..
Chattanooga	+9	+3	—2	..	..
Knoxville	+17	+12	+5	+7	+7
Nashville	+17	—1	—3	+13	—11
DISTRICT	+19	+4	—0	+5	—5

*Reporting stores account for over 90 percent of total District department store sales.
**In order to 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 percent changes.

Condition of 27 Member Banks in Leading Cities

(In Thousands of Dollars)

Item	Nov. 17 1954	Oct. 20 1954	Nov. 18 1953	Percent Change Nov. 17, 1954, from Oct. 20 1954	Percent Change Nov. 17, 1954, from Nov. 18 1953
Loans and investments—Total	3,300,888	3,186,832	3,071,454	+4	+7
Loans—Net	1,376,691	1,302,970	1,332,392	+6	+3
Loans—Gross	1,398,549	1,324,786	1,353,903	+6	+3
Commercial, industrial, and agricultural loans	807,197	749,496	791,980	+8	+2
Loans to brokers and dealers in securities	21,190	14,769	12,434	+43	+70
Other loans for purchasing or carrying securities	37,151	32,475	37,151	+14	0
Real estate loans	105,837	99,652	87,019	+6	+22
Loans to banks	2,847	7,167	21,297	—60	—87
Other loans	424,327	421,227	404,022	+1	+5
Investments—Total	1,924,197	1,883,862	1,739,062	+2	+11
Bills, certificates, and notes	718,474	710,128	792,781	+1	—9
U. S. bonds	896,187	884,791	681,912	+1	+31
Other securities	309,536	288,943	264,369	+7	+17
Reserve with F. R. Bank	522,466	534,173	502,867	—2	+4
Cash in vault	45,274	46,079	46,392	—2	—2
Balances with domestic banks	260,497	244,997	223,756	+6	+16
Demand deposits adjusted	2,298,926	2,269,123	2,141,627	+1	+7
Time deposits	615,271	610,044	575,102	+1	+7
U. S. Gov't deposits	167,031	133,881	127,920	+25	+31
Deposits of domestic banks	722,459	709,985	678,248	+2	+7
Borrowings	44,400	12,400	68,875	*	—36

*100 percent or over.

Debits to Individual Demand Deposit Accounts

(In Thousands of Dollars)

	October 1954	September 1954	October 1953	Percent Change Oct. 1954 from Sept. 1954	Percent Change Oct. 1954 from Oct. 1953	Yr.-to-date 10 Months 1954 from 1953
ALABAMA						
Anniston	32,307	31,542	33,812	+2	—4	—3
Birmingham	495,979	462,562	460,539	+7	+8	+3
Dothan	19,611	19,952	20,682	—2	—5	+4
Gadsden	26,830	24,075	26,966	+11	—1	—5
Mobile	174,427	183,714	168,839	—5	+3	+5
Montgomery	109,062	110,553	112,807	—1	—3	+3
Tuscaloosa*	38,230	35,242	37,949	+8	+1	+1
FLORIDA						
Jacksonville	464,794	468,106	422,145	—1	+10	+10
Miami	398,915	394,549	357,238	+1	+12	+10
Greater Miami*	625,580	614,835	537,683	+2	+16	+12
Orlando	94,256	86,056	81,863	+10	+15	+6
Pensacola	53,375	53,615	62,672	—0	—15	+0
St. Petersburg	102,020	97,318	88,926	+5	+15	+10
Tampa	190,866	188,423	181,287	+1	+5	+6
West Palm Beach*	51,197	50,103	52,081	+2	—2	+2
GEORGIA						
Albany	53,267	40,922	41,791	+30	+27	+3
Atlanta	1,351,901	1,296,034	1,303,630	+4	+4	+4
Augusta	96,926	84,073	94,826	+15	+2	—6
Brunswick	13,850	13,119	13,393	+6	+3	+6
Columbus	87,407	83,914	89,224	+4	—2	—1
Elberton	6,054	5,377	6,232	+13	—3	—6
Gainesville*	33,215	35,529	29,579	—7	+12	+14
Griffin*	15,671	13,987	16,235	+12	—3	—6
Macon	96,897	90,598	88,029	+7	+10	+3
Newnan	11,667	11,371	11,343	+3	+3	+3
Rome*	38,151	32,397	35,671	+18	+7	+4
Savannah	129,701	121,193	129,095	+7	+0	—4
Valdosta	19,725	20,332	19,110	—3	+3	+11
LOUISIANA						
Alexandria*	51,108	47,962	47,825	+7	+7	+6
Baton Rouge	136,853	144,380	132,985	—5	+3	+3
Lake Charles	66,498	60,417	54,911	+10	+21	+7
New Orleans	978,345	986,565	973,296	—1	+1	+3
MISSISSIPPI						
Hattiesburg	22,177	21,686	21,951	+2	+1	+2
Jackson	166,450	158,692	172,983	+5	—4	—2
Meridian	30,879	29,881	35,470	+3	—13	—14
Vicksburg	17,174	16,549	18,812	+4	—9	—2
TENNESSEE						
Chattanooga	228,580	212,781	222,122	+7	+3	—0
Knoxville	161,006	152,678	162,143	+5	—1	—5
Nashville	454,970	445,330	457,282	+2	—1	+3
SIXTH DISTRICT 32 Cities	6,292,769	6,116,357	6,066,404	+3	+4	+4
UNITED STATES 345 Cities	152,321,000	149,899,000	149,606,000	+2	+2	+7

*Not included in Sixth District totals.

Sixth District Indexes

1947-49 = 100

	Manufacturing Employment			Manufacturing Payrolls			Cotton Consumption **			Construction Contracts			Furniture Store Sales */**		
	Sept. 1954	Aug. 1954	Sept. 1953	Sept. 1954	Aug. 1954	Sept. 1953	Oct. 1954	Sept. 1954	Oct. 1953	Oct. 1954	Sept. 1954	Oct. 1953	Oct. 1954	Sept. 1954	Oct. 1953
UNADJUSTED															
District Total	111	110r	115r	154	150r	157r	102	93	97	..	..	..	109p	95	97
Alabama	103	101	108	141	135r	142	102	93	95	214	124	99	108p	98	99
Florida	127	125r	124	173	169r	165	..	..	..	284	236	388	123	105	104
Georgia	114	112	117r	152	149r	156r	102	94	99	279	188	192	111p	94	96
Louisiana	107	107r	110	153	150r	158r	..	..	..	242	310	473	109p	102	100
Mississippi	109	108	113	164	160	161	122	103	119	257	168	477	..	..	..
Tennessee	111	110	119r	157	153	168r	95	91	88r	177	175	317	91p	77	80
SEASONALLY ADJUSTED															
District Total	110	110r	114r	152	151r	156r	98	92	94	..	..	..	109p	92	97r
Alabama	101	101	106	137	135r	138	..	..	..	..	..	..	110p	87	101r
Florida	134	134	130	184	184r	176	..	..	..	..	..	..	119	99	100r
Georgia	112	111	115r	149	150	153r	..	..	..	..	..	..	115p	95	99
Louisiana	105	105	108	150	149r	155r	..	..	..	..	..	..	113p	102	104r
Mississippi	107	107	112	159	159r	156	..	..	..	..	..	..	..	..	..
Tennessee	110	109	118r	154	155r	164r	..	..	..	..	..	..	94p	76	84r

Department Store Sales and Stocks**

	Adjusted			Unadjusted		
	Oct. 1954	Sept. 1954	Oct. 1953	Oct. 1954	Sept. 1954	Oct. 1953
DISTRICT SALES*	138	120r	127	141	123	130
Atlanta[1]	144	128	130	147	137	133
Baton Rouge	115	107	113	119	115	116
Birmingham	128	113	118	123	125	113
Chattanooga	142	117	133r	135	129	127r
Jackson	111	99r	110r	120	112	119r
Jacksonville	128	100	117	143	98	131
Knoxville	149	124r	128	146	129r	125
Macon	140	116	133	144	129	137
Miami	167	136	144	150	112r	129
Nashville	121	106	118r	124	110	120r
New Orleans	133	122r	123	136	122r	125
St. Petersburg-Tampa Area	140	127	136r	139	116	135r
Tampa	125	114	125r	128	109	127r
DISTRICT STOCKS*	141	143	148	154	147	162r

[1] To permit publication of figures for this city, a special sample has been constructed that is not confined exclusively to department stores. Figures for nondepartment 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		
	Oct. 1954	Sept. 1954	Oct. 1953	Oct. 1954	Sept. 1954	Oct. 1953
Construction contracts*	..	..	..	254	208r	344
Residential	..	..	..	273	196r	221
Other	..	..	..	239	217r	437
Petrol. prod. in Coastal Louisiana and Mississippi**	128	128	135	128	127	134
Furniture store stocks*	100	110r	123	104	110r	128
Turnover of demand deposits*	20.2	19.9	19.1	20.2	20.3	19.1
10 leading cities	20.5	21.3	19.3	21.3	21.5	20.1
Outside 10 leading cities	16.5	17.1	15.5	17.3	17.1	16.3
	Sept. 1954	Aug. 1954	Sept. 1953	Sept. 1954	Aug. 1954	Sept. 1953
Elec. power prod., total**	..	..	..	n.a.	217	184
Mfg. emp. by type						
Apparel	140	140r	145r	142	141r	147r
Chemicals	123	124	123	124	120	125r
Fabricated metals	142	142	160r	143	140	161r
Food	109	110	109r	111	111	110r
Lbr., wood prod., furn. & fix.	86	84	89r	86	85	89
Paper and allied prod.	143	144	144r	145	144	145r
Primary metals	92	93	102r	92	93	103
Textiles	93	91	99r	94	92r	99r
Trans. equip.	168	169	177r	167	162	175r

r Revised p Preliminary n.a. Not available