



# Monthly Review

ATLANTA, GEORGIA, AUGUST 31, 1955

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# DISTRICT BUSINESS HIGHLIGHTS

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Economic activity, with few exceptions, expanded further in late summer. Nonfarm employment and department store sales reached new high ground. At the same time, debits, factory employment, and bank loans increased; farm prospects continued to show improvement. Residential contract awards and textile activity, however, either remained unchanged or declined slightly.

**Department store sales**, seasonally adjusted, set new records in July and the first three weeks of August.

**Furniture store sales**, seasonally adjusted, in July reached the highest point in eight years.

**Department and furniture store inventories**, seasonally adjusted, were down slightly in July from June.

**Nonfarm employment**, seasonally adjusted, was at an all-time high during June.

**Manufacturing employment**, seasonally adjusted, increased during June at a more rapid pace than in preceding months and began to approach the 1953 peak. Seasonally-adjusted **factory payrolls**, already above previous highs, rose considerably in June.

**Insured unemployment** remained almost unchanged during July, although it customarily rises during that month.

**Steel operations** in Birmingham during the last part of August, although adversely affected earlier in the month by a labor dispute, almost reached the previous 1955 high.

**Cotton textile activity**, as measured by seasonally adjusted cotton consumption, declined during July after having increased in the preceding month.

**Residential construction awards** declined slightly during July, but remained considerably above year-ago levels.

**Spending by check**, measured by seasonally adjusted bank debits, increased during July and remained well above a year ago.

**Total loans** at all member banks increased contra-seasonally during July, and according to preliminary information continued to expand in August.

**Time deposits** at member banks in July were somewhat below June.

**Total deposits**, seasonally adjusted, at all member banks declined during July, but according to preliminary information increased during August.

**Farm production loans outstanding** at all member banks at the end of June were up slightly from a year earlier; farm real-estate loans were substantially larger.

**Demand deposits** at banks in agricultural localities in July were above last July.

**Egg, hog, beef, and broiler production** in August were substantially above last year levels; **milk production**, however, did not increase.

**Farm wages** are slightly above last year's, but **feed prices** are significantly lower.

**Prices of most important crops and livestock products**, except corn and hogs, in mid-July were above year-ago levels.

The Federal Reserve Bank of Atlanta raised **the rate charged on loans to member banks** from  $1\frac{3}{4}$  percent to 2 percent on August 4 and to  $2\frac{1}{4}$  percent on August 26.

# Man's First Synthetic Fiber

## *The Sixth District Is an Important Rayon Producer*

Considerations that enter into a manufacturer's decision to locate in a specific area are numerous. Sometimes tax concessions or other types of special inducements are important, but more often industrial location is the result of adjustments to basic economic forces. Frequently, these forces are difficult to isolate, and they vary among different types of businesses. Nevertheless, students of industrial location found that the primary attractions for most plants are markets, materials, or labor, or a combination of these factors. The influence of these considerations on plant location is particularly well illustrated by the rayon industry in the Sixth Federal Reserve District.

### A Young Industry

The rayon industry, which because of the nature of its productive process is classified as a chemical industry, is, comparatively speaking, a newcomer to the District. The first rayon plant in the District started production at Old Hickory, Tennessee, in 1925. Since European scientists discovered rayon and introduced it to the United States, most of the District's companies were under European control or ownership at first. Since 1929, however, many of them have broken their foreign ties, so that now only two District firms are European owned or controlled.

### Rapid Growth until Recently

Rayon and acetate are made from cellulose, as distinguished from the more recent discoveries of nylon, acrylic, polyester, and other non-cellulosic fibers made from petroleum, coal by-products, other minerals, or proteins. Except in recent years, rayon and acetate enjoyed a meteoric growth in this country. Output rose from 400,000 pounds in 1911 to 1.1 billion in 1954 and accounted for one-fifth of total mill fiber consumption. Among man-made fibers, rayon and acetate remain the overwhelming choice of consumers, their consumption in 1954 being about four times as large as that of non-cellulosic fibers.

The Sixth District has shared in this growth and is now a highly important producing region of rayon and acetate. Between 1924 and 1931, the number of rayon plants grew to five, about one-fifth of all such plants in the nation. Since World War II, almost all the new plants have been built in this District, so that its present eight plants constitute almost 30 percent of the nation's total and about an equal percentage of the productive capacity of rayon and acetate. Furthermore, one-third of all synthetic fiber employees are in the District, a proportion which may actually understate the importance of rayon since the District's share of these plants is twice that of its non-cellulosic fiber mills.

### Economic Importance

In the District economy as a whole, however, rayon is less important than many other industries. Textiles, for ex-

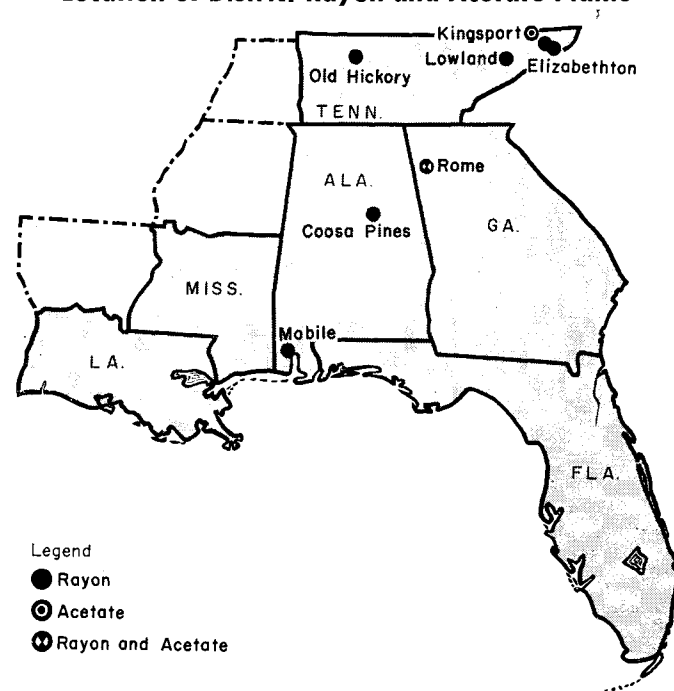
ample, employed almost 190,000 persons in 1954, whereas synthetic fiber plants employed almost 25,000 workers. Wages in all branches of synthetic fibers are comparatively high; annual earnings last year came to 108 million dollars.

In parts of Tennessee, Alabama, and Georgia, rayon plants are important sources of payrolls. They further contribute to total income in that their presence induces chemical manufacturers to locate nearby. They make another indirect contribution through their purchases of supplies from other businesses in the surrounding area.

### The Making of Rayon

The basic principles of making rayon are common knowledge; in fact, most basic patents are now public property. In the viscose process, which all but two District plants use, cellulose pulp sheets are soaked in caustic soda, shredded to fluffy crumbs that are properly aged and treated with carbon bisulphide. The resulting mass of

Location of District Rayon and Acetate Plants



bright orange color is then dissolved in caustic soda to form the spinning solution. After further aging, the solution is forced through tiny holes of a nozzle or "spinnerette" which is submerged in a chemical bath. The solution comes out in the form of a continuous solid thread, which is collected on spools or is spun into a rotating bucket. The individual strands are then either twisted together to form filament yarn, which after washing, drying, packaging, and inspecting is ready for shipment, or a number of filaments are chopped into short lengths to produce staple fiber.

Acetate manufactured by two District producers ac-

counts for about one-fourth of total rayon and acetate production; this synthetic differs chemically from rayon and in some stages of its manufacture from viscose. However, the cuprammonium process, which one District producer follows, is similar to that used for viscose.

### Relatively Small Manpower Requirements

Manpower requirements are small, compared with capital investment and with the physical size of a rayon plant. For a representative producer in the District, investment in plant and equipment averaged 17,750 dollars per employee in 1954. Unit labor requirements have actually declined in recent years with the improved handling of materials. Some plants now use a continuous spinning method in producing textile or tire yarn, which eliminates moving of the yarn in "cake" form through the various processing stages. The trend toward shipping rayon in cakes and cones instead of skeins, and more recently, in bulk packages, has also reduced labor requirements.

Labor costs, nevertheless, remain a fairly important component of total expenses. The hourly wage rates for production workers in synthetic fiber plants in the District averaged \$1.84 in the first five months of 1955, compared with \$1.41 for manufacturing as a whole. High pay reflects the industry's three-shift operations and its requirements for a large amount of skilled personnel. The typical production worker bears great responsibility because the equipment is so intricate that any mistake can cause considerable loss. Also, a majority of the rayon plants in the District are unionized and, in opposition to some major industries, practically no wage differential exists between District and national synthetic fiber plants.

District rayon workers experience few, if any, of the seasonal variations in employment common to many branches of the textile industry. The large amount of controls and instrumentation found in rayon plants rules out all but minor changes in employment unless output is appreciably changed. Because inventories are used to cushion any slight seasonal or irregular fluctuations in demand, production levels for the rayon industry throughout the country have been generally maintained in the short-run. Similarly, rayon prices fluctuate little from month to month.

### Factors Affecting Location

Because tremendous amounts of pure water in the manufacture of rayon and acetate are needed, availability of water was often the principal site-determining factor in this region. One viscose yarn producer in the District, for example, uses 20 million gallons of water daily. This explains why all rayon plants are found near rivers or large streams.

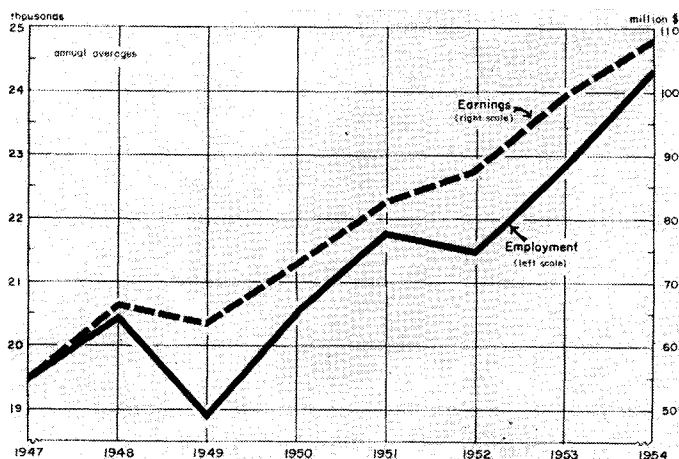
Their location was further influenced by the proximity to supplies of cellulose in the form of refined cotton linters and wood pulp. Most District plants now use cellulose made from wood pulp almost exclusively because it is cheaper and, according to many observers, technically superior to cotton linters. A great deal of it, consisting of Southern pine, comes from one particular mill in Florida, and another District producer supplies the remainder.

Several rayon firms buy small amounts of hardwood pulp from mills in the Pacific Northwest and Canada.

Another attraction has been the ready availability of chemicals. Many important producers of sulfuric acid and caustic soda are located in Tennessee and Alabama. Tennessee also has plants that make carbon bisulphide and the chief chemicals needed to make acetate: acetic anhydride and acetone. These plants supply most of the chemical needs of this District's rayon producers.

Nearness to the coal-producing areas of eastern Kentucky, Tennessee, and Alabama is another advantage—coal being a source of steam as well as power to rayon producers. Cheap electricity, on the other hand, played little or no part in attracting them because they generate their own electricity. Combining their own facilities with commercial power assures them of a dependable power supply, a consideration that looms important because the nature of rayon production makes a power shutdown extremely costly.

### Earnings and Employment District Synthetic Fiber Plants



Availability of labor also influenced plant location. By locating principally outside the major District cities, rayon firms have been able to draw on workers from rural areas and nearby small communities.

Finally, the desire to be close to customers has induced rayon producers to locate in District states. Although comparatively few processors of rayon are found in this region, many are located in adjacent states, especially the Carolinas. In 1954, about two-thirds of the rayon and acetate produced by all domestic manufacturers was processed in 14 Southern states.

Direct tax concessions had practically no effect on location.

### Economic Structure

The economic structure of the District's rayon industry corresponds more closely to other mass-production industries than to cotton textiles. For one thing, the rayon industry is made up of a very small number of companies—six in all—and for another, output is highly concentrated among two or three firms. Concentration in the District is probably similar to that in the nation where, according to

one study, two companies in the early post-World War II period accounted for almost 50 percent of installed capacity.

The rayon industry, however, is unlike industries in which a firm produces everything from the raw materials to the finished product. Most District rayon plants, if not all, buy cellulose from companies with which they have no financial connection. This also applies largely to purchases of chemicals, although one rayon producer in the District does manufacture chemicals used in rayon and other industries, and several rayon plants receive small quantities of chemicals from mills owned by their parent company. Only a few firms with which District rayon producers are affiliated produce cloth, and only one makes garments.

### Capital Investment and Financing

As is true in other mass-production industries, capital requirements for producing rayon are large. Fiber can be turned out economically only on a large scale, and that calls for a large plant. Moreover, even a relatively small plant frequently has a generating plant, a water purification system, laboratory facilities, and machine shops; in short, facilities that are all expensive. A recently announced expansion of one of the District's medium-size plants will cost 20 million dollars.

Because financial requirements are generally too large for local banks to handle, rayon plants have made a practice of borrowing from large out-of-District banks and insurance companies. One large District rayon producer, for instance, has a credit agreement with a group of banks and one insurance firm. Frequently, these take the form of term-loans amortized over a fairly long period rather than short-term financing, because seasonal fluctuations in production are uncommon. Expansions of plant and equipment, on the other hand, sometimes have been financed entirely from depreciation charges and retained earnings.

### Problems

The industry's most pressing problem in recent years has been a decline in over-all sales. Annual mill consumption of all rayon and acetate in the United States has fallen almost continuously since 1950. The loss was concentrated in the all-important use of filament yarn for women's and children's dresses and underwear fabrics; meanwhile, use of nylons and other synthetics and cotton for this purpose increased.

Some of the loss, however, was offset by gains in industrial uses of viscose yarn, particularly in the manufacture of tire cord. As tire yarn made of rayon almost completely displaced cotton, tires and related uses have become an important market outlet for the rayon industry. This category accounted for 46 percent of total United States rayon and acetate yarn shipments in 1954. In the District the

productive capacity of three plants that make viscose tire yarn is about one-fourth of the region's total of rayon and acetate fibers.

Another bright note has been the spectacular rise in viscose staple. Production in the nation rose 65 percent between 1950 and 1954 and is now equivalent to almost one-third of total rayon and acetate output. The ability of viscose staple to blend with other fibers and its popularity in tufted rug manufacturing and other uses contributed to this success. It is, therefore, understandable that the most recently built rayon plant in the District and the expansion of two others are intended for production of rayon staple.

### Research

To meet the lagging demand for some of their products, rayon producers have worked hard at improving existing fibers, finding additional uses for them, and developing new fibers. All District rayon producers have research facilities aimed at improving methods for processing rayon. In some cases, the fundamental fiber research activities of rayon producers are also centered in this District. It is evident that research has been effective. For example, fibers, notably tire yarn, have been improved and solution-dyed yarns have been developed.

Rayon producers have also made efforts toward diversifying their products. One District plant, for example, has gone into the cigarette filter field, while another one will soon make a new high-strength yarn for heavy power transmission belts and other industrial uses.

### Outlook

The rayon business has recovered in recent months, but many long-term problems remain. Most observers predict a bright future for rayon staple and for yarn used by industry; they are less optimistic about filament yarn for the textile trade. In addition, nylon, which already accounts for a small but rising proportion of tire-cord output, may become a serious competitor. In that event, rayon tire yarn producers will face a serious problem because most of the existing machinery cannot be converted to nylon yarn. On the other hand, two District producers who now make rayon tire yarn, have bought new machinery and have gone into semi-commercial production of nylon in order to acquire the necessary "know-how." While the rayon industry faces obstacles to its future growth, this District, nevertheless, offers such advantages to the location of these plants that it is likely to gain from any general growth of this industry.

HARRY BRANDT

### Bank Announcement

*The Federal Reserve Bank of Atlanta is pleased to welcome the Central National Bank of Jacksonville, Jacksonville, Florida, as a member of the Federal Reserve System. The bank's officers are E. G. Breedlove, President; David J. Lewis and J. L. Tison, Jr., Vice Presidents; C. H. Williams, Cashier; and Miss A. Marie Tuttle and R. F. Howalt, Assistant Cashiers. Capital stock amounts to \$200,000 and surplus, profits and reserves to \$247,000.*

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### ECONOMIC STUDY NO. 2

**Tufted Textiles, a study of the economic evolution of a small Southern industry developed with local labor and capital, is available for distribution. Copies may be obtained upon request to the Research Department, Federal Reserve Bank of Atlanta, Atlanta 3, Georgia.**

# Real-Estate Loans . . . An Outlet for Bank Funds

Hand-in-hand with the postwar building boom has been an expansion of real-estate loans at commercial banks. Between December 30, 1945, and June 30, 1955, loans secured by farm, residential, and commercial property at District member banks increased about 470 percent and on the latter date totaled 450 million dollars. Meanwhile, the ratio of real-estate-to-total loans rose from 7 to 14 percent.

The change since 1945 represents more than just a change in the attitude of bankers. During the war Government regulations restricted the use of funds and building materials, but when these restrictions were lifted, building expanded to meet the demand that had accumulated during the war years. The change-over from a wartime to a peacetime economy thus released a large demand for real-estate loans at banks. The availability of Government insured mortgages also contributed to the increase in such loans.

Following national trends in mortgage activity, the ratio of real-estate loans to total loans at District banks increased rather sharply after the war, reached a peak in mid-1950, declined slowly between June 1950 and December 1953, and then started up again.

Much of the increase during the last year, particularly during the last six months, can be attributed to large gains in loans insured by the Federal Housing Administration and the Veterans Administration. These mortgages accounted for 52 percent of the gain in all loans on residential property. FHA loans increased 30 percent and VA loans 72 percent. With the decline in yields on bonds during this period, the high yield on Government insured and guaranteed mortgages made them a more attractive outlet for bank funds.

All of the expansion during this period, however, cannot be attributed to Government-insured paper. Conventional financing increased 27 percent and loans secured by commercial property gained 30 percent. Loans on farm land also increased rapidly, probably because farmers, faced with an income loss during the year, obtained funds for production by using real estate as collateral, and also because many large banks purchased sizable amounts of loans insured by the Farm Home Administration.

The 450 million dollars in real-estate loans now held

by District member banks does not reflect the full contribution of local banks to home ownership and construction, as banks also make temporary loans to individuals and contractors to finance the erection of homes, churches, factories, and other buildings. But more than this, banks include in their business loans, loans to such firms as insurance and mortgage companies, savings and loan associations, and other concerns who in turn invest in mortgage paper. A recent survey of the large banks in this District

**Ratio of Real-Estate-to-Total Loans by Size of Bank**  
Sixth District Member Banks  
October 7, 1954

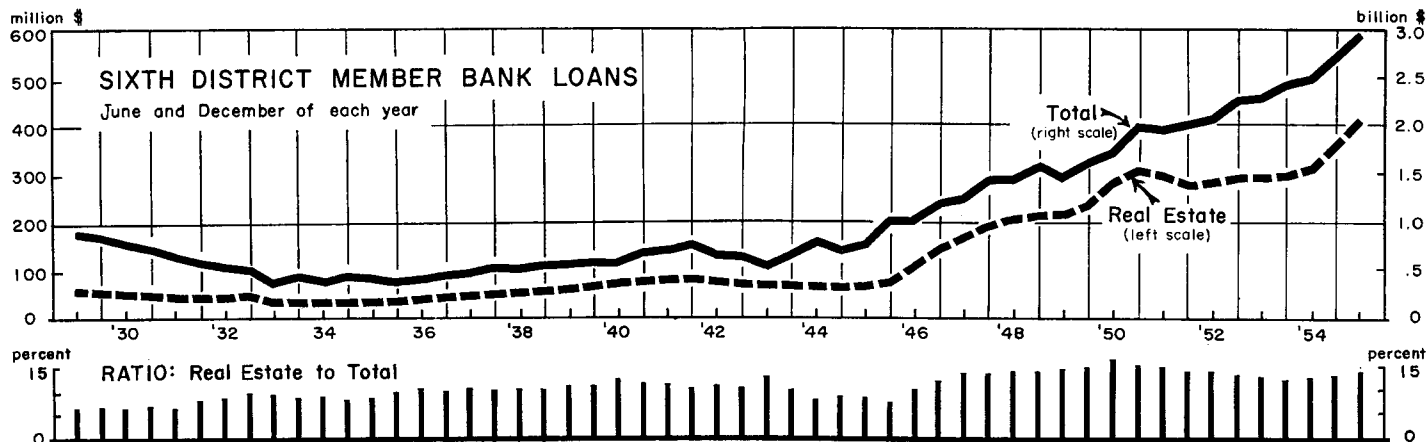
Deposit Size	Ala.	Fla.	Ga.	La.	Miss.	Tenn.	District
Less than \$3.5 mil. . . . .	28.1	13.0	30.0	37.8	31.0	33.1	29.3
3.5-10 . . . . .	25.3	23.3	23.9	33.4	18.4	26.5	25.6
10-100 . . . . .	19.6	20.0	17.9	22.4	15.6	12.3	18.9
\$100 mil. and over . . . . .	9.2	10.9	6.2	7.5	. .	5.7	7.3
All Sizes . . . . .	18.1	17.6	10.9	14.5	16.4	11.7	14.5

revealed that for every dollar in real-estate loans, there was an additional fifty cents in loans to mortgage firms. These loans generally are short-term, and because of their size, are confined to large banks.

Despite the rather rapid increase in real-estate loans at large banks, these loans make up only a minor part of their total loans, compared with the same ratio at small banks. According to the October 1954 call reports, at banks with deposits of less than 3.5 million dollars, the ratio was 29.3 percent, compared with 7.3 percent at banks with deposits of over 100 million dollars. The importance of real-estate loans also varied by state—Alabama banks had the highest ratio, 18.1 percent; the low of 10.9 percent was at banks in Georgia.

All loans secured by real estate are not used for the purpose of buying property; nevertheless, changes in these loans are a fairly good indication of changes in bankers' views toward real-estate financing. Judging by recent trends in mortgage loans at District banks, bankers are now placing a new importance on real-estate paper.

CHARLES S. OVERMILLER



# Sixth District Statistics

## Instalment Cash Loans

Lender	No. of Lenders	Volume		Outstandings	
		Percent Change July, 1955, from		Percent Change July, 1955, from	
		June 1955	July 1954	June 1955	July 1954
Federal credit unions . . . . .	39	-32	+23	+2	+19
State credit unions . . . . .	17	-17	+28	+4	+14
Industrial banks . . . . .	7	-6	+20	+1	+15
Industrial loan companies . . . . .	12	-2	+14	+1	+16
Small loan companies . . . . .	29	-11	+35	+0	+57
Commercial banks . . . . .	32	-7	+48	-1	+14

## Retail Furniture Store Operations

Item	Percent Change July 1955 from	
	June 1955	July 1954
Total sales . . . . .	+2	+11
Cash sales . . . . .	-0	+7
Instalment and other credit sales . . . . .	+2	+11
Accounts receivable, end of month . . . . .	+1	+8
Collections during month . . . . .	+4	+6
Inventories, end of month . . . . .	-9	-7

## Wholesale Sales and Inventories\*

Type of Wholesaler	No. of Firms Reporting	Sales		Inventories		
		Percent Change July 1955 from		Percent Change July 31, 1955, from		
		June 1955	July 1954	June 30 1955	July 31 1954	
Grocery, confectionery, meats . . . . .	34	+3	+0	19	+6	+5
Edible farm products . . . . .	17	-23	-15	11	+2	+7
Drugs, chems., allied prods. . . . .	15	-3	-1	9	-1	+2
Drugs . . . . .	10	-2	+9	6	-1	+1
Tobacco . . . . .	7	0	+0	6	+0	+1
Furniture, home furnishings . . . . .	6	-0	+11	..	..	..
Automotive . . . . .	39	+9	+22	..	..	..
Electrical, electronic & appliance goods . . . . .	7	+8	-9	6	+8	+16
Hardware, plumbing & heating goods . . . . .	34	+3	+1	24	+0	+6
Machinery, equip. & supplies . . . . .	35	+7	+21	14	+6	+16
Industrial . . . . .	16	+7	+26	..	..	..
Iron & steel scrap & waste materials . . . . .	12	-13	+29	..	..	..

\*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	Percent Change					
	Sales			Inventories		
	July 1955 from	July 1955 from	7 Months 1955 from	July 31, 1955, from	July 31, 1955, from	July 31, 1954
ALABAMA . . . . .	-2	+9	+9	-4	+9	+9
Birmingham . . . . .	-4	+9	+10	-6	+8	+8
Mobile . . . . .	-2	+14	+9	..	..	..
Montgomery . . . . .	-1	-1	+7	..	..	..
FLORIDA . . . . .	-8	+10	+14	-3	+3	+3
Jacksonville . . . . .	-5	+1	+4	-2	-1	-1
Miami . . . . .	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Orlando . . . . .	-6	+3	+9	..	..	..
St. Ptsrbg-Tampa Area . . . . .	-6	-1	+4	..	..	..
St. Petersburg . . . . .	-6	+5	+8	-1	+16	+16
Tampa . . . . .	-7	-5	+1	..	..	..
GEORGIA . . . . .	-0	+10	+12	-2	+15	+15
Atlanta** . . . . .	+2	+12	+13	-3	+13	+13
Augusta . . . . .	-6	-1	+3	..	..	..
Columbus . . . . .	-3	+13	+19	-0	+25	+25
Macon . . . . .	-4	+5	+7	-2	+2	+2
Rome** . . . . .	-6	+9	+6	..	..	..
Savannah** . . . . .	-3	+9	+10	..	..	..
LOUISIANA . . . . .	-7	+5	+6	+3	+9	+9
Baton Rouge . . . . .	+4	+4	+3	-0	-2	-2
New Orleans . . . . .	-9	+5	+6	+3	+11	+11
MISSISSIPPI . . . . .	-5	-0	+4	+4	+13	+13
Jackson . . . . .	-7	-1	+2	+3	+10	+10
Meridian** . . . . .	-5	+8	+9	..	..	..
TENNESSEE . . . . .	+3	+15	+7	-5	+3	+3
Bristol (Tenn. & Va.)** . . . . .	-10	+5	-5	-9	-4	-4
Bristol-Kingsport-Johnson City** . . . . .	-10	+6	-1	..	..	..
Chattanooga . . . . .	-0	+4	-1	..	..	..
Knoxville . . . . .	+11	+26	+12	-17	+6	+6
Nashville . . . . .	+0	+14	+8	-1	+5	+5
DISTRICT . . . . .	-3	+9	+10	-2	+8	+8

\*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. n.a. Not available.

## Condition of 27 Member Banks in Leading Cities

(In Thousands of Dollars)

Item	Aug. 17, 1955	July 20, 1955	Aug. 18, 1954	Percent Change Aug. 17, 1955, from	
				July 20, 1955	Aug. 18, 1954
<b>Loans and investments—</b>					
Total . . . . .	3,251,902	3,254,784	3,123,460	-0	+4
Loans—Net . . . . .	1,558,815	1,529,400	1,251,679	+2	+25
Loans—Gross . . . . .	1,582,741	1,553,225	1,273,555	+2	+24
Commercial, industrial, and agricultural loans . . . . .	865,372	855,215	700,676	+1	+24
Loans to brokers and dealers in securities . . . . .	29,276	23,944	14,473	+22	*
Other loans for purchasing or carrying securities . . . . .	41,477	41,158	33,320	+1	+24
Real estate loans . . . . .	147,031	144,292	92,879	+2	+58
Loans to banks . . . . .	27,733	18,121	26,016	+53	+7
Other loans . . . . .	471,852	470,495	406,191	+0	+16
Investments—Total . . . . .	1,693,087	1,725,384	1,871,781	-2	-10
Bills, certificates, and notes . . . . .	572,600	620,513	709,979	-8	-19
U. S. bonds . . . . .	793,646	775,661	875,808	+2	-9
Other securities . . . . .	326,841	329,210	285,994	-1	+14
Reserve with F. R. Bank . . . . .	497,840	510,033	495,104	-2	+1
Cash in vault . . . . .	48,470	49,057	46,167	-1	+5
Balances with domestic banks . . . . .	277,152	244,304	237,279	+13	+17
Demand deposits adjusted . . . . .	2,357,818	2,343,612	2,254,704	+1	+5
Time deposits . . . . .	628,400	632,283	602,483	-1	+4
U. S. Gov't deposits . . . . .	89,601	107,988	102,440	-17	-13
Deposits of domestic banks . . . . .	674,190	623,066	668,060	+8	+1
Barrowings . . . . .	38,000	66,300	6,000	-43	*

\*100 percent or over.

## Debits to Individual Demand Deposit Accounts

(In Thousands of Dollars)

	July 1955	June 1955	July 1954	Percent Change July 1955 from		
				7 Months 1955 from		
				July 1955	June 1954	July 1954
ALABAMA . . . . .						
Anniston . . . . .	33,738	33,948	30,458	-1	+11	+11
Birmingham . . . . .	561,705	599,577	442,855	-6	+27	+18
Dothan . . . . .	20,020	19,078	16,992	+5	+18	+6
Gadsden . . . . .	29,424	29,537	23,385	-0	+26	+18
Mobile . . . . .	208,175	223,154	171,451	-7	+21	+20
Montgomery . . . . .	115,831	117,005	98,462	-1	+18	+19
Tuscaloosa* . . . . .	37,706	39,227	35,578	-4	+6	+10
FLORIDA . . . . .						
Jacksonville . . . . .	521,537	564,585	478,119	-8	+9	+13
Miami . . . . .	553,126	494,758	401,280	+12	+38	+23
Greater Miami* . . . . .	822,360	768,256	603,254	+7	+36	+26
Orlando . . . . .	112,119	124,053	89,435	-10	+25	+27
Pensacola . . . . .	64,112	64,505	54,860	-1	+17	+9
St. Petersburg . . . . .	118,459	112,270	95,099	+6	+25	+22
Tampa . . . . .	213,014	243,708	183,042	-13	+16	+16
West Palm Beach* . . . . .	65,267	72,196	53,989	-10	+21	+21
GEORGIA . . . . .						
Albany . . . . .	47,332	46,539	40,009	+2	+18	+22
Atlanta . . . . .	1,365,488	1,427,779	1,240,840	-4	+10	+11
Augusta . . . . .	86,981	91,912	79,591	-5	+9	+12
Brunswick . . . . .	14,535	14,533	14,259	+0	+2	+6
Columbus . . . . .	90,347	90,389	81,817	-0	+10	+17
Elberton . . . . .	4,804	5,238	4,315	-8	+11	+5
Gainesville* . . . . .	39,629	39,326	30,551	+1	+30	+30
Griffin* . . . . .	14,319	13,950	12,543	+3	+14	+9
Macon . . . . .	97,231	96,790	96,817	+0	+0	+18
Newnan . . . . .	13,101	11,503	12,417	+14	+6	+18
Rome* . . . . .	38,567	36,315	29,321	+6	+32	+21
Savannah . . . . .	129,422	143,887	124,510	-10	+4	+10
Valdosta . . . . .	25,907	22,178	31,886	+17	-19	+6
LOUISIANA . . . . .						
Alexandria* . . . . .	52,444	54,876	49,606	-4	+6	+9
Baton Rouge . . . . .	155,063	164,335	138,599	-6	+12	+12
Lake Charles . . . . .	66,345	68,082	55,160	-3	+20	+22
New Orleans . . . . .	1,031,524	1,073,703	971,163	-4	+6	+11
MISSISSIPPI . . . . .						
Hattiesburg . . . . .	24,567	23,590	21,388	+4	+15	+10
Jackson . . . . .	179,953	180,075	151,659	-0	+19	+11
Meridian . . . . .	30,606	31,112	28,025	-2	+9	+12
Vicksburg . . . . .	15,373	16,225	14,901	-5	+3	+5
TENNESSEE . . . . .						
Bristol* . . . . .	30,047	31,742	27,799	-5	+8	+5
Chattanooga . . . . .	227,559	248,568	213,974	-8	+6	+10
Johnson City* . . . . .	33,319	33,954	31,093	-2	+7	+9
Kingsport* . . . . .	58,180	63,828	44,668	-9	+30	+28
Knoxville . . . . .	161,374	178,672	140,859	-10	+15	+12
Nashville . . . . .	509,032	528,783	447,931	-4	+14	+12
SIXTH DISTRICT . . . . .						
32 Cities . . . . .	6,827,804	7,090,071	5,995,558	-4	+14	+14
UNITED STATES . . . . .						
345 Cities . . . . .	161,741,000	177,908,000	154,856,000	-9	+4	+6

\*Not included in Sixth District totals.

# Sixth District Indexes

1947-49 = 100

	Nonfarm Employment			Manufacturing Employment			Manufacturing Payrolls			Construction Contracts			Furniture Store Sales*/**		
	June 1955	May 1955	June 1954	June 1955	May 1955	June 1954	June 1955	May 1955	June 1954	July 1955	June 1955	July 1954	July 1955	June 1955	July 1954
<b>SEASONALLY ADJUSTED</b>															
District Total	121	120	118	115	113	110r	169	164	152	..	..	..	119p	102	104r
Alabama	112	112	110	109	107	104	155	152	135	..	..	..	126p	101r	116r
Florida	138	139	134	142	141	136r	201	198	184r	..	..	..	128p	110	115r
Georgia	124	122	118	122	120	115r	174	172r	150r	..	..	..	125p	105	97r
Louisiana	116	115	116	102	100	102r	151	150	146r	..	..	..	118p	114r	111r
Mississippi	118	118	114	116	115	111r	184	174r	162r	..	..	..	..	..	..
Tennessee	117	115	114	114	113r	110	167	165r	152r	..	..	..	98p	75r	82r
<b>UNADJUSTED</b>															
District Total	120	120	117	114	113	109	166	163r	149	..	..	..	112p	106	97
Alabama	112	111	109	107	106	102	153	151r	133r	169	338	242	111p	108r	102
Florida	134	136	129	139	141	132r	194	198	178r	281	306	223	118p	112	105
Georgia	123	122	118	119	118	112r	170	169r	147r	290	356	171	123p	109	96
Louisiana	115	114	116	100	99	101r	151	147	146r	337	276	222	113p	121r	107
Mississippi	118	117	114	116	114	111r	182	174r	160r	329	252	141	..	..	..
Tennessee	117	115r	114	113	112	109	167	163r	152r	163	215	164	96p	81r	80

## Department Store Sales and Stocks\*\*

	Adjusted			Unadjusted		
	July 1955	June 1955	July 1954	July 1955	June 1955	July 1954
<b>DISTRICT SALES*</b>	152p	136	133r	122p	121	107r
Atlanta <sup>1</sup>	156	139r	134r	125	118	108r
Baton Rouge	130	104r	120r	109	101	101
Birmingham	134	113	119r	103	103	91r
Chattanooga	140	124	129r	113	109	104r
Jackson	122	108r	119r	97	100	94r
Jacksonville	125	119	120r	103	105	98r
Knoxville	169	133	130r	141	122	108r
Macon	155	130r	142r	124	124	113r
Nashville	145	118r	123r	113	109	96r
New Orleans	138	131r	126r	110	116	101r
St. Ptsbg-Tampa Area	152	142r	148r	122	125	118r
Tampa	130	125	132r	112	116	114r
<b>DISTRICT STOCKS*</b>	148	151r	137r	139	142r	128r

<sup>1</sup>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 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		
	July 1955	June 1955	July 1954	July 1955	June 1955	July 1954
Construction contracts*	..	..	..	266	304r	200
Residential	..	..	..	255	262r	199
Other	..	..	..	275	336r	201
Petrol. prod. in Coastal Louisiana and Mississippi**	145	143r	134r	145	142r	134r
Cotton consumption**	98	103	88	83	98	75
Furniture store stocks*	98p	107r	106	95p	104r	102
Turnover of demand deposits*	21.1	20.8	20.8	20.3	20.8	20.0
10 leading cities	22.5	23.1	22.2	21.4	22.1	21.1
Outside 10 leading cities	17.8	17.4	17.6	17.1	17.4	16.9
	June 1955	May 1955	June 1954	June 1955	May 1955	June 1954
Elec. power prod., total**	..	..	..	245	240	205r
Mfg. emp. by type						
Apparel	155	154	147r	150	150	142r
Chemicals	132	132	126r	127	129	121r
Fabricated metals	165	160r	160r	159	157	155r
Food	109	108	108r	107	106	106r
Lbr., wood prod., furn. & fix.	83	83	80r	83	83	80r
Paper and allied prod.	153	151	148r	152	150	147r
Primary metals	105	105	95r	105	103	94r
Textiles	96	96r	93	95	94	92r
Trans. equip.	189	175	175	184	177	169r

r Revised. p Preliminary.

