



# Monthly Review

ATLANTA, GEORGIA, OCTOBER 31, 1955

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# DISTRICT BUSINESS HIGHLIGHTS

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Greater-than-seasonal rises in most indicators continue to characterize District business. Consumers stepped up their spending by supplementing higher incomes with increased use of credit and reduced rates of saving. Spending for durables at department stores and for new cars increased substantially, although bank debits declined. Farm income rose, and bank loans showed additional gains. Nonfarm employment failed to gain, however, and residential contract awards fell below year-ago levels.

**Department store sales**, seasonally adjusted, increased sharply in October; durable goods sales gained more rapidly than nondurables.

**The growing importance of credit buying** is indicated by increased instalment sales at department stores and a further rise in instalment credit at commercial banks.

**Income payments** to Sixth District residents in the third quarter were the highest on record.

**Consumer savings**, seasonally adjusted, declined during September as indicated by time deposits, savings and loan shares, and ordinary life insurance sales.

**New car registrations** in August advanced sharply from a year ago and apparently rose further in September.

**Farm income** is greater than it was a year ago; production volume is up, and prices of important products are either above or near last year's.

**Demand deposits at banks in rural areas** were above a year ago in all states except Tennessee; Florida and Mississippi banks registered large gains.

**Production of milk, eggs, broilers, hogs, and beef** is greater than a year ago. **Prices** of eggs, broilers, and beef are higher; the average price of all milk is about the same; but hog prices are off. **Prices of livestock feed** have declined further and are well under levels at this time last year.

**Interest rates on new business loans** at banks in major cities averaged slightly higher in September than in June.

**Business, real estate, and consumer loans** increased further in September and more than offset declines in security loans.

**Total deposits**, seasonally adjusted, at member banks decreased somewhat during September, reflecting declines in all types except interbank deposits.

**Bank debits**, seasonally adjusted, declined during September, but remained well above September 1954.

**Nonfarm employment**, after seasonal adjustment, during August was unchanged from the previous month.

**Residential construction awards** fell sharply during September and for the first time this year were below a year ago.

**Insured unemployment** declined slightly more than is customary during September.

**Steel operations in Birmingham** during early October increased slightly from mid-September and were practically at full capacity.

**Excess reserves at member banks** in October held near the September level; borrowing from the Federal Reserve Bank declined slightly, leaving **free reserves** somewhat higher than in the previous month.

# More Business Through the Discount Window

Commercial banks are borrowing more of their reserves from Federal Reserve Banks now than they were in the spring and summer. A greater use of the "discount window," together with two recent increases in the discount rate, has called attention once more to direct borrowing as one means that member banks have of getting reserve funds. Why banks borrow and what a greater volume of borrowing means are therefore timely topics.

Generally, **borrowing has been on the upgrade** in both the Sixth District and the nation since September 1954. Borrowing is low when banks have plenty of excess reserves, as they do in a period of "active ease," or when the Federal makes open market purchases to supply reserves at about the rate they are needed. But when credit expands at a too-rapid rate and the Federal Reserve System cuts down on the reserve supplies through open market operations, individual banks that get pinched for funds come in to the Federal's discount window for reserves. Usually, the big increases in borrowing come because the banks that have beaten a path to the discount window borrow more and not because more banks borrow.

**Most banks do not borrow.** To make more loans they wait for deposits to rise or for old loans to mature. Some of them sell investments if the new loans will mean more earnings or if they want to take care of regular customers. But when banks that do not have excess reserves find their deposits declining or discover a strong demand for loans, they can get an advance on Government securities from their Reserve Bank. Alternatively, banks hard pressed for reserve funds can discount eligible short-term loans with the Federal. Lately most borrowing has been on Governments, but just recently one District bank began to borrow on "eligible paper"—notes of its customers.

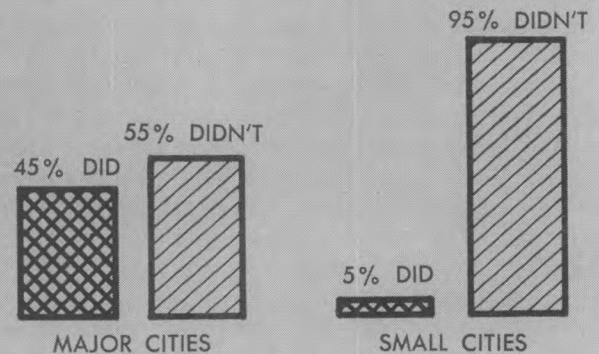
In the Sixth Federal Reserve District, only 35 of the 378 member banks borrowed during September. Nevertheless, the amount of discounts and advances by the Federal Reserve Bank of Atlanta to these 35 banks averaged 62 million dollars each day during the month. The bigger banks in major District cities such as Atlanta, Birmingham, Chattanooga, Jacksonville, Knoxville, Nashville, Miami, Mobile, New Orleans, and Savannah borrowed over four-fifths of the total amount.

**Why did these major city banks borrow?** Any banker will tell you he only borrows to replenish his reserve account. That isn't the whole story though, for what happens to a bank's deposits, loans, and investments pretty much determines whether the bank needs more or less reserves. To find out why these banks borrowed compare them with major city banks in the Sixth District that did not borrow. During September, a greater percentage of the borrowing banks increased their loans, sold their investments, and gained deposits than did banks that were not borrowers. The big difference, however, was in the percentage of the two groups expanding their loan portfolio.

## DISTRICT MEMBER BANK DISCOUNTING

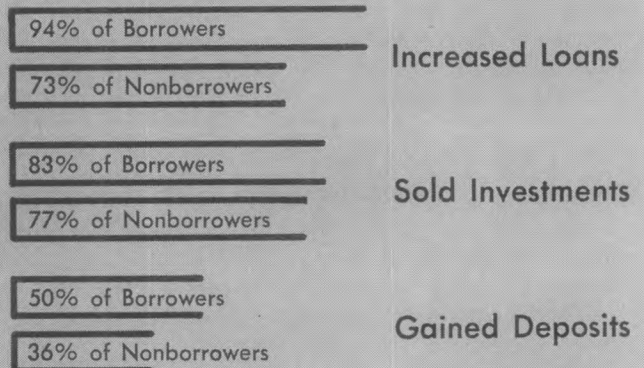
September 1955

### Most Banks Didn't Borrow



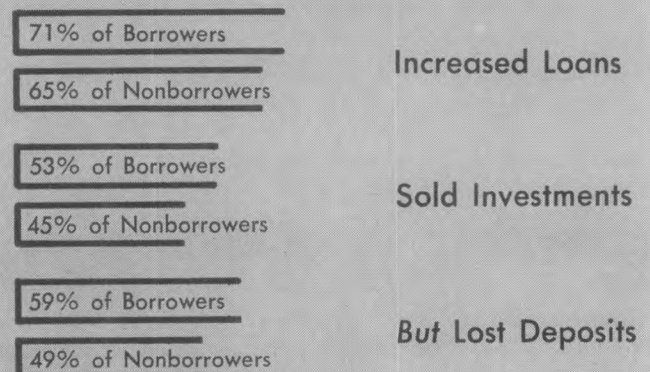
### In Major Cities Borrowing Banks

differed from banks that did not borrow in that proportionately more of them . . .



### In Small Cities Borrowing Banks

differed from banks that did not borrow in that proportionately more of them . . .



**Loss of deposits is the most important cause** of borrowing by banks in less populated centers. True, the banks that did borrow in September differed from those that did not in that more of them increased loans and sold investments but the biggest difference between the two groups of small banks was in the higher proportion of borrowing banks that suffered a deposit decline. Most banks in small cities do not borrow; only about one in twenty were "into the Federal" during September.

Individual banks that need reserves don't necessarily have to borrow from the Federal to meet a deposit drain or to increase loans. Many large banks buy and sell excess reserves, or Federal funds, in daily transactions with major New York and Chicago banks and thus adjust their reserve positions. Even more common for banks that can foresee a continued need for additional reserves is the sale of investments, principally Government securities. Sometimes both borrowing and sale of investments are required. The proportion of borrowing banks, in large and small cities, that sold investments during September was greater than the proportion of nonborrowing banks selling investments.

**Borrowing banks had fewer short-term Government securities** than banks that did not borrow. This was a deeper reason for borrowing, as only short-terms could be liquidated with little or no loss. For example, only 2 percent of the Government securities held by borrowing banks in ten major District cities were in easily liquidated Treasury Bills on June 30, the last date for which figures are available. This compares with 11 percent of Government securities in Bills for the major city banks that did not borrow in September. Small city banks that borrowed also had a smaller share of their Governments in short-term securities than did the nonborrowing country banks.

**Borrowing is a privilege, not a right.** Loan applications are carefully scrutinized at Reserve Banks, and the operations of borrowing banks are looked over carefully. Evidence of lending or investing for speculative purposes or over-reliance on borrowed money leads to a request that the borrowing bank repay the loan to Federal Reserve. When a bank really needs money to meet the critical needs of its local community, however, Reserve Banks willingly supply the necessary amounts.

**What's the significance of more borrowing?** First, reserves immediately get to banks that need them most. This is not always the case when the Federal supplies reserves to the banking system through purchases of Government securities, because banks selling securities are not always those with the greatest credit demand. Sixth District member banks this year apparently have relied more on borrowing from the Federal Reserve than have banks throughout the nation. For instance, so far this year Sixth District banks have obtained 4.8 percent of their reserves through borrowing, in comparison with 2.7 percent for all member banks. At least part of the heavier reliance on borrowing seems attributable to greater loan expansion in the Sixth District than in the nation this year.

**Increased cost of business loans** to private borrowers also goes along with increased borrowing by commercial banks. For one thing, this increased borrowing generally comes at a time when the demand for credit is strong.

Banks can then push up their charges on loans because the market will bear it and this helps ration credit. Also the Federal Reserve Banks, following a restrictive monetary policy, increase their discount rates—the cost on their loans to commercial banks.

Between the first two weeks of June and the first two weeks of September, large banks in Atlanta and New Orleans that report interest rates on their new business loans raised their rates slightly. Most affected were the business firms that were borrowers of large amounts (\$200,000 and over). Small borrowers found rates down a little from June, but by now they are probably feeling higher rates also.

Third, **most bankers don't like to have their institutions in debt** and try to get out at the earliest opportunity. This is hard to do when credit is tight because deposits often do not rise as fast as when credit is easy. Also security prices are depressed, making sales of investments a losing business. Bank indebtedness itself puts a crimp into some bankers' thoughts of loan expansion. This is a see-saw affair with loan expansion leading to borrowing from the Federal and with larger indebtedness to the central bank making bankers less willing to pick up new loans. The result usually is that not-so-good customers get their loan requests pared down or politely refused and the best customers still get accommodated although at higher rates.

**Conclusion** Borrowing from the Federal Reserve is the safety-valve that prevents individual banks from getting pinched too tightly by monetary policy or adverse local economic conditions. It is also a useful device to get member banks to slow up a bit on lending and raise their rates. The volume of borrowing is a pretty good indicator of credit supply and demand conditions and central bank policy.

THOMAS R. ATKINSON

## *Bank Announcements*

*On October 21 the National Bank of Commerce in Jefferson Parish, Louisiana, opened for business as a member of the Federal Reserve System. The bank's officers are Dale Graham, President; J. Wensles Parra, Executive Vice President; Frances M. Leguenec, Vice President and Cashier; R. M. Walmsley, III, and Joseph S. Delaney, Vice Presidents; Frank A. Greco, Assistant Vice President; and Numa J. Barrois, Harry E. Woods, and Edward Smira, Assistant Cashiers. Capital stock amounts to \$600,000 and surplus, \$250,000.*

*The Key West State Bank, Key West, Florida, opened for business October 29 as a nonmember, par remitting bank. Its officers are Howard E. Wilson, President; C. L. Gardner, Executive Vice President; and John M. Koenig, Vice President and Cashier. The capital totals \$370,400 and surplus and undivided profits, \$129,640.*

*Another new nonmember, par remitting bank—the Tuscaloosa Bank, Tuscaloosa, Alabama—opened for business October 31. Officers of this bank are A. M. Grimsley, Jr., President; James F. Hunt, Executive Vice President and Cashier; and D. W. Stanford, Assistant Cashier. It has capital of \$160,000 and surplus and undivided profits of \$40,000.*

# Further Expansion in Third Quarter

Business in the Sixth District became more spirited during the third quarter of 1955. Personal income, seasonally adjusted, was up slightly after setting a new record in the first quarter and breaking it in the second. All major sectors of the economy expanded, with manufacturing, which had lagged during the first part of the recovery, accounting for the principal share of income growth.

The primary and fabricated metals, paper, and transportation equipment industries were responsible for pushing total manufacturing employment almost up to the peak of 1953 and payrolls considerably above that point; the District's principal industries—textiles, lumber, and food—contributed little to the boom. Consumers were spending more than ever before; few persons were unemployed by any comparative standards; construction continued active, although contracts awarded declined. The farm situation was perhaps slightly better than a year ago.

In one respect the story is the same in each District state—continued income growth—but it is a story with variations, depending upon the basic economic structure of each state.

**Alabama** Alabama's economy responded to heavy demands for steel and other metal products. In July, before a strike in August pushed employment down, total manufacturing employment (seasonally adjusted) was 2 percent above second-quarter averages and 6 percent above a year earlier. Wage hikes, particularly in the primary metals field, pushed weekly paychecks for primary metals workers up to \$86.64 in July 1955 from \$75.83 in July 1954.

By September 1955 the apparent effects of the steel strike had faded. Steel operations in the Birmingham area, down to almost one-fourth of capacity in early August, are now running at almost full capacity. Insured unemployment, up in July and early August because of strikes and related effects, slid below June levels in September.

Alabama farmers will apparently enjoy a better harvest than last year. The 1955 estimated output of peanuts and tobacco and soybeans, for example, is much higher than in 1954, when production was adversely affected by the drought. Favorable weather for growing and harvesting this year also raised estimated cotton output.

Consumer spending in the state was high in the third quarter, with new car sales, as elsewhere in the District, up substantially. Indeed, the August 55-percent increase in new car registrations was above the District average.

**Florida** Less dependent upon manufacturing for its income than most other states in the District, Florida experienced a growth in income from trade and service activities, government employment, transportation, public utilities, and communication, and construction. Lacking many of the heavy and rapidly expanding types of manufacturing, Florida's manufacturing employment showed only modest gains over a year ago. Total nonfarm employment increased about 4 percent from August 1954 to August 1955.

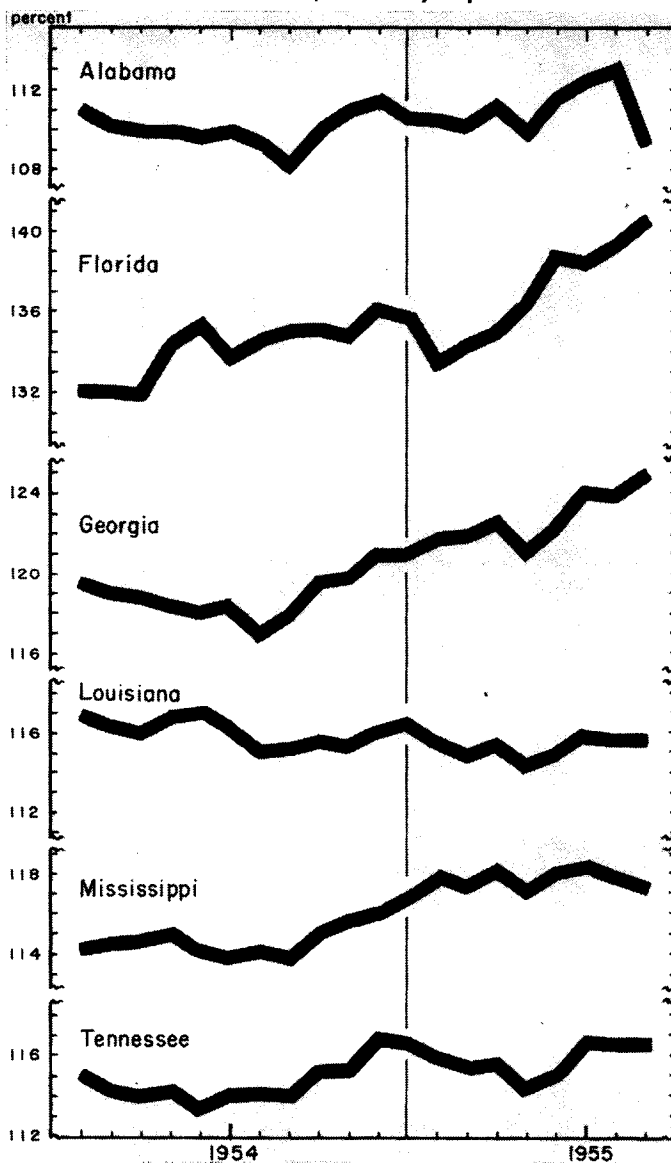
Increased farm receipts supplemented the larger urban payrolls. Cash receipts from marketing crops in the first

half of 1955, for example, were 8 percent greater than receipts in the like period a year ago, largely because of greater income from citrus. Also, output from the late summer vegetable crop was up and prices were higher. Tobacco and peanuts also brought more income this year.

Spending of Floridians in the third quarter apparently was well above last year's. Checkbook activity, measured by bank debits, was high, and spending has moved at an especially fast clip in Miami and Orlando, where bank debits in the third quarter were up 27 and 26 percent, respectively, from last year.

**Georgia** Accelerated growth in Georgia income during the third quarter illustrates one variation in the impact of national economic developments on an individual state. Apparently, in no other District state was the growth in income over last year as great as in Georgia. This growth

**NONFARM EMPLOYMENT**  
1947-49 = 100, Seasonally Adjusted





is explained largely by the reaction of the state's economy to sustained and increased demands for the manufactured products upon which it relies for a major part of its income.

Most striking evidence was the 34-percent growth in employment between August 1954 and August 1955 in the transportation equipment industry, which added 8,000 workers to its payrolls. Much of this growth can be traced to the continuing demand for automobiles. Mild recovery in textiles increased employment 6 percent over a year ago and, because the industry is so important in Georgia, was a major force in increasing manufacturing payrolls. Practically all other types of manufacturing shared in the general employment growth. Other types of nonfarm employment, led by construction, also increased substantially.

Georgia's agriculture, too, shows improvements over its last year's drought-stricken position. A larger crop of tobacco was harvested, and better forage and feed crops have supported a higher rate of livestock marketings. Favorable weather has been a major factor in insuring larger cotton, corn, and peanut crops, and as harvest of these crops advances, farm cash receipts should show further gain. Nevertheless, the year-to-date net farm income is estimated slightly below last year's.

**Louisiana** Because of Louisiana's economic structure, income growth lagged in recovering from the recent recession until the third quarter. Then nonfarm employment increased somewhat (measured on a seasonally-adjusted basis) and in August exceeded the year-ago level for the first time this year. Manufacturing payrolls were also higher, but total employment was below a year ago.

Manufacturing not only is less important as a source of income in Louisiana than in some other District states, but also its composition is different. Its transportation equipment industry, heavily concentrated in ship repair and construction, did not, of course, respond to increased demands for automobiles. Completion of ship building contracts, moreover, kept employment down.

The food-processing industry—Louisiana's most important manufacturing industry in terms of numbers employed—has not shared in the recent economic expansion. Significant employment gains, however, were scored in mining—including petroleum production—and in chemicals, apparel, and paper manufacturing.

The state's agriculture yielded considerably less income in the first half of this year than in that period last year, largely because of lower returns from crops. In the third quarter, however, greater livestock receipts caused a substantial improvement over 1954. With only a slight gain in cotton income and with output of other crops down, however, the year's total is likely to be less than in 1954.

Despite Louisiana's relatively modest economic expansion during the third quarter, some economic indicators registered significant gains. Spending by check during September was 11 percent greater than a year earlier, and purchases from department stores were up 4 percent. Total deposits at Louisiana member banks at the end of September were 4.5 percent above those of a year earlier.

**Mississippi** With farm conditions mending in the third quarter, general economic activity throughout Mississippi has shown improvement. Farm income is more important

there than in other District states, and changes in the condition of agriculture strongly affect the state's economy.

Percentage-wise, income growth in Mississippi from the third quarter of 1954 apparently exceeded that of the District. This year nature smiled more kindly on farmers, and harvests were better for most crops. Cotton production will probably be greater than last year despite the cutback in acreage, and both soybean and milk production are up. Cattle and calf slaughtering was also greater and offset much of the decline in the slaughter of hogs. Mississippi's farm income for the year may possibly exceed that of 1954.

Farmers were not the only ones finding more money in their pockets. Mississippi's growing manufacturing industries contributed substantially to the improvement, and employment in public utilities and trade firms also showed growth. Construction income, showing some hesitancy in the third quarter, remained well above a year ago and topped the District change by a considerable amount. Nonfarm employment increased about 3 percent for the year ended August. Although transportation equipment employment registered a decline in August from last August, the recent 50-million-dollar ship construction contract awarded at Pascagoula undoubtedly will bolster future employment.

The reaction to the improved income conditions has not been completely reflected in consumer spending, according to available indicators. Gains over last year in checking account activity, measured by bank debits, department store sales, and new automobile registrations are below those in other parts of the District. Deposits at member banks at the end of September in that part of Mississippi served by this Bank were 2 percent greater than a year earlier—an increase lower than that in any of the other District states.

**Tennessee** Tennessee's current economic position can be traced to no single major development. In its diversified economy expanding and contracting forces were at work.

Total nonfarm employment declined consistently on a seasonally-adjusted basis between the end of last year and April of this year, despite an almost constant increase in manufacturing employment throughout the state. Completion of major construction projects, such as that at the atomic center near Knoxville, contributed to a decline in construction employment which was not offset entirely by a pickup in manufacturing. In May, however, employment rose, but remained stable through June, July, and August. Within manufacturing, conflicting trends show up. High primary metals production, chiefly aluminum, has helped the economy, but a continued slump in the important textile industry has hurt manufacturing employment growth.

Nevertheless, economic expansion has been strong enough to raise Tennessee's income about 6 percent above a year earlier, with half the gain coming from manufacturing. Most indicators of consumer spending now show greater rates of increase over last year than for the District.

The farm picture in Tennessee was brightened somewhat by a gain in cash receipts in the third quarter over a year ago. Increased income from cattle and poultry products more than offset decreases in returns from some crops and from hogs.

# Sixth District Statistics

## Instalment Cash Loans

Lender	No. of Lenders	Volume		Outstandings	
		Percent Change Sept. 1955 from		Percent Change Sept. 1955 from	
		Aug. 1955	Sept. 1954	Aug. 1955	Sept. 1954
Federal credit unions . . . . .	38	-10	+24	+1	+20
State credit unions . . . . .	16	+19	+44	+4	+16
Industrial banks . . . . .	8	-19	+33	+1	+18
Industrial loan companies . . . . .	11	-13	-8	-1	+12
Small loan companies . . . . .	29	-4	+56	+1	+60
Commercial banks . . . . .	33	-6	+34	+2	+14

## Retail Furniture Store Operations

Item	Percent Change Sept. 1955 from	
	Aug. 1955	Sept. 1954
Total sales . . . . .	-12	+16
Cash sales . . . . .	-18	+6
Instalment and other credit sales . . . . .	-11	+17
Accounts receivable, end of month . . . . .	+0	+10
Collections during month . . . . .	-1	+11
Inventories, end of month . . . . .	+10	-1

## Wholesale Sales and Inventories\*

Type of Wholesaler	Sales		Inventories			
	No. of Firms Reporting	Percent Change Sept. 1955 from		No. of Firms Reporting	Percent Change Sept. 1955 from	
		Aug. 1955	Sept. 1954		Aug. 1955	Sept. 1954
Grocery, confectionery, meats . . . . .	31	-17	+0	16	+7	-5
Edible farm products . . . . .	11	+6	+4	n.a.	..	..
Drugs, chems., allied prods. . . . .	11	+0	+26	9	+3	+3
Paper, allied products . . . . .	7	-5	+6	n.a.	..	..
Automotive . . . . .	49	-5	+11	46	-6	+9
Hardware, plumbing & heating goods . . . . .	13	-8	+9	12	+5	+14
Machinery, equip. & supplies . . . . .	32	+9	+22	25	-2	+13
Industrial . . . . .	15	+4	+26	11	-4	+10
Iron & steel scrap & waste materials . . . . .	16	-11	+64	10	+14	+70

\*Based on information submitted by wholesalers participating in the Monthly Wholesale Trade Report issued by the Bureau of the Census.  
n.a. Not available.

## Department Store Sales and Inventories\*

Place	Percent Change					
	Sales			Inventories		
	Sept. 1955 from Aug. 1955	Sept. 1954	9 Months 1955 from 1954	Sept. 30, 1955, from Aug. 31, 1955	Sept. 30, 1954	9 Months 1955 from 1954
ALABAMA . . . . .	+2	+10	+10	+9	+8	+8
Birmingham . . . . .	+8	+8	+9	+10	+7	+7
Mobile . . . . .	-10	+16	+11	..	..	..
Montgomery . . . . .	-7	+9	+8	..	..	..
FLORIDA . . . . .	-5	+22	+16	+8	+5	+5
Jacksonville . . . . .	-5	+14	+6	+10	-3	-3
Orlando . . . . .	+1	+10	+9	..	..	..
St. Ptersbg-Tampa Area . . . . .	-1	+7	+5	..	..	..
St. Petersburg . . . . .	+1	+11	+9	+8	+10	+10
Tampa . . . . .	-3	+5	+1	..	..	..
GEORGIA . . . . .	+6	+12	+12	+7	+14	+14
Atlanta** . . . . .	+9	+15	+13	+8	+14	+14
Augusta . . . . .	+5	+1	+3	..	..	..
Columbus . . . . .	-8	+13	+19	+4	+31	+31
Macon . . . . .	+5	+8	+8	+7	-1	-1
Rome** . . . . .	+12	+15	+8	..	..	..
Savannah** . . . . .	+3	+3	+10	..	..	..
LOUISIANA . . . . .	-10	+4	+7	+7	+11	+11
Baton Rouge . . . . .	+7	+8	+5	+7	+1	+1
New Orleans . . . . .	-13	+4	+5	+7	+12	+12
MISSISSIPPI . . . . .	+0	-1	+4	+8	+7	+7
Jackson . . . . .	+2	-2	+2	+9	+7	+7
Meridian** . . . . .	+7	+11	+9	..	..	..
TENNESSEE . . . . .	-2	+7	+7	+12	+13	+13
Bristol (Tenn. & Va.)** . . . . .	-4	+3	-3	+9	+2	+2
Bristol-Kingsport-Johnson City** . . . . .	-2	+4	-0	..	..	..
Chattanooga . . . . .	+8	+0	-0	..	..	..
Knoxville . . . . .	-4	+14	+14	+29	+55	+55
Nashville . . . . .	-7	+5	+8	+12	+7	+7
DISTRICT . . . . .	-2	+11	+11	+8	+11	+11

\*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	Oct. 19, 1955	Sept. 21, 1955	Oct. 20, 1954	Percent Change Oct. 19, 1955, from	
				Sept. 21, 1955	Oct. 20, 1954
Loans and investments—					
Total . . . . .	3,328,426	3,251,902	3,186,832	+2	+4
Loans—Net . . . . .	1,634,603	1,558,815	1,302,970	+5	+25
Loans—Gross . . . . .	1,659,019	1,582,741	1,324,786	+5	+25
Commercial, industrial, and agricultural loans . . . . .	899,280	865,372	749,496	+4	+20
Loans to brokers and dealers in securities . . . . .	26,540	29,276	14,769	-9	+80
Other loans for purchasing or carrying securities . . . . .	39,735	41,477	32,475	-4	+22
Real estate loans . . . . .	155,635	147,031	99,652	+6	+56
Loans to banks . . . . .	16,495	27,733	7,167	-41	*
Other loans . . . . .	521,334	471,852	421,227	+10	+24
Investments—Total . . . . .	1,693,823	1,693,087	1,883,862	+0	-10
Bills, certificates, and notes . . . . .	615,283	572,600	710,128	+7	-13
U. S. bonds . . . . .	754,006	793,646	884,791	-5	-15
Other securities . . . . .	324,534	326,841	288,943	-1	+12
Reserve with F. R. Bank . . . . .	491,431	497,840	534,173	-1	-8
Cash in vault . . . . .	51,900	48,470	46,079	+7	+13
Balances with domestic banks . . . . .	247,421	277,152	244,997	-11	+1
Demand deposits adjusted . . . . .	2,343,252	2,357,818	2,269,123	-1	+3
Time deposits . . . . .	627,352	628,400	610,044	-0	+3
U. S. Gov't deposits . . . . .	99,762	89,601	133,881	+11	-25
Deposits of domestic banks . . . . .	688,798	674,190	709,985	+2	-3
Borrowings . . . . .	55,250	38,000	12,400	+45	*

\*100 percent or over.

## Debits to Individual Demand Deposit Accounts

(In Thousands of Dollars)

	Sept. 1955	Aug. 1955	Sept. 1954	Percent Change		
				Sept. 1955 from		9 Months 1955 from 1954
				Sept. 1955	Sept. 1954	
ALABAMA . . . . .						
Anniston . . . . .	35,759	33,579	31,542	+7	+13	+12
Birmingham . . . . .	605,587	596,594	462,562	+2	+31	+22
Dothan . . . . .	23,381	22,162	19,952	+6	+17	+9
Gadsden . . . . .	30,932	30,206	24,075	+2	+28	+22
Mobile . . . . .	228,838	222,921	183,714	+3	+25	+21
Montgomery . . . . .	129,846	116,381	110,553	+12	+17	+18
Tuscaloosa* . . . . .	41,918	39,358	35,242	+7	+19	+12
FLORIDA . . . . .						
Jacksonville . . . . .	546,710	530,113	468,106	+3	+17	+13
Miami . . . . .	471,436	490,260	394,549	-4	+19	+23
Greater Miami* . . . . .	723,174	757,649	614,835	-5	+18	+25
Orlando . . . . .	106,840	106,653	86,056	+0	+24	+27
Pensacola . . . . .	65,139	63,257	53,615	+3	+21	+11
St. Petersburg . . . . .	115,523	112,991	97,318	+2	+19	+22
Tampa . . . . .	222,288	216,139	188,423	+3	+18	+16
West Palm Beach* . . . . .	63,620	68,273	50,103	-7	+27	+22
GEORGIA . . . . .						
Albany . . . . .	48,899	46,965	40,922	+4	+19	+22
Atlanta . . . . .	1,465,550	1,546,776	1,296,034	-5	+13	+12
Augusta . . . . .	94,761	90,195	84,073	+5	+13	+12
Brunswick . . . . .	14,281	15,241	13,119	-6	+9	+7
Columbus . . . . .	98,528	92,502	83,914	+7	+17	+18
Elberton . . . . .	6,276	4,531	5,377	+39	+17	+7
Gainesville* . . . . .	42,217	39,634	35,529	+7	+19	+28
Griffin* . . . . .	16,261	14,450	13,987	+13	+16	+11
Macon . . . . .	98,540	98,456	90,598	+0	+9	+17
Newnan . . . . .	13,824	16,618	11,371	-17	+22	+23
Rome* . . . . .	40,074	38,226	32,397	+5	+24	+22
Savannah . . . . .	134,383	128,535	121,193	+5	+11	+10
Valdosta . . . . .	28,012	53,993	20,332	-48	+38	+16
LOUISIANA . . . . .						
Alexandria* . . . . .	57,940	50,142	47,962	+16	+21	+10
Baton Rouge . . . . .	150,252	149,281	144,380	+1	+4	+11
Lake Charles . . . . .	66,589	63,376	60,417	+5	+10	+17
New Orleans . . . . .	1,050,314	1,100,669	986,565	-5	+6	+10
MISSISSIPPI . . . . .						
Hattiesburg . . . . .	27,234	24,005	21,686	+13	+26	+12
Jackson . . . . .	189,564	182,436	158,692	+4	+19	+12
Meridian . . . . .	35,224	30,812	29,881	+14	+18	+14
Vicksburg . . . . .	17,001	15,658	16,549	+9	+3	+5
TENNESSEE . . . . .						
Bristol . . . . .	32,102	30,091	27,928	+7	+15	+7
Chattanooga . . . . .	248,255	252,915	212,781	-2	+17	+12
Johnson City* . . . . .	35,149	33,272	29,188	+6	+20	+11
Kingsport* . . . . .	58,038	59,653	49,870	+3	+16	+28
Knoxville . . . . .	165,914	170,950	152,678	-3	+9	+11
Nashville . . . . .	516,458	550,975	445,330	-6	+16	+13
SIXTH DISTRICT . . . . .						
32 Cities . . . . .	7,052,138	7,176,145	6,116,357	-2	+15	+15
UNITED STATES . . . . .						
345 Cities . . . . .	169,000,000	167,365,000	149,899,000	+1	+13	+7

\*Not included in Sixth District totals.

# Sixth District Indexes

1947-49 = 100

	Nonfarm Employment			Manufacturing Employment			Manufacturing Payrolls			Construction Contracts			Furniture Store Sales**/**		
	Aug. 1955	July 1955	Aug. 1954	Aug. 1955	July 1955	Aug. 1954	Aug. 1955	July 1955	Aug. 1954	Sept. 1955	Aug. 1955	Sept. 1954	Sept. 1955	Aug. 1955	Sept. 1954
<b>SEASONALLY ADJUSTED</b>															
District Total	121	121	117	114	116	109r	166	173	151r	..	..	..	107p	111	92
Alabama	109	113	108	101	110r	101	142	157	135	..	..	..	106	120	87
Florida	140	139	135	144	141	139r	203	202r	191r	..	..	..	112	115	99
Georgia	125	124	118	120	121	111r	178	182r	150r	..	..	..	114	113	95
Louisiana	116	116	115	101	103	101r	151	154	143r	..	..	..	115	132	102
Mississippi	117	118	114	114	116	110r	177	178r	163r	..	..	..	..	..	..
Tennessee	117	117	114	114	115r	109r	171	169r	154r	..	..	..	83p	85	76
<b>UNADJUSTED</b>															
District Total	120	120	117	114	114	109r	164	166	149r	..	..	..	110p	115	95
Alabama	109	112	108	102	107	101	142	154	135	207	189	124	118	126	98
Florida	133	132	128	134	133r	129	186	184r	175r	266	266	236	119	115	105
Georgia	125	123	118	121	119	112r	176	175	149r	147	331	188	113	120	94
Louisiana	116	116	116	102	101	103r	152	155	144r	623	208	310	115	132	102
Mississippi	118	117	114	115	115	111r	179	175r	165r	359	145	168	..	..	..
Tennessee	117	116	115	115	113	110r	169	168r	152r	301	191	175	84p	93	77

## Department Store Sales and Stocks\*\*

	Adjusted			Unadjusted		
	Sept. 1955	Aug. 1955	Sept. 1954	Sept. 1955	Aug. 1955	Sept. 1954
DISTRICT SALES*	140p	143	126r	136p	129r	122r
Atlanta <sup>1</sup>	150	139	131r	158	134	137r
Baton Rouge	119	118	111r	124	107	115
Birmingham	117	118r	109r	125	107r	116r
Chattanooga	130	125	130r	131	113	131r
Jackson	107	109	109r	111	100	113r
Jacksonville	129	124	113r	113	110	100r
Knoxville	150	155	132r	149	143	131r
Macon	132	136	121r	141	124	130r
Nashville	122	130	117r	116	115	111r
New Orleans	131	143	126r	125	133	121r
St. Ptsbg-Tampa Area	144	144	134r	126	118	117r
Tampa	126	126	120r	115	110	109r
DISTRICT STOCKS*	157p	154	142r	163p	150r	147r

\*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: Nonfarm emp., 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		
	Sept. 1955	Aug. 1955	Sept. 1954	Sept. 1955	Aug. 1955	Sept. 1954
Construction contracts*	..	..	..	263	247r	208
Residential	..	..	..	190	284r	196
Other	..	..	..	317	219	217
Petrol. prod. in Coastal Louisiana and Mississippi**	154	148r	127r	152	148r	125r
Cotton consumption**	95	105	90r	97	100	92r
Furniture store stocks*	109p	102	110	109p	99	110
Turnover of demand deposits*	20.6	21.3	19.9	21.0	19.8	20.3
10 leading cities	22.0	23.6	21.3	22.2	21.2	21.5
Outside 10 leading cities	17.8	16.9	17.1	17.8	16.1	17.1
	Aug. 1955	July 1955	Aug. 1954	Aug. 1955	July 1955	Aug. 1954
Elec. power prod., total**	..	..	..	n.a.	258	217
Mfg. emp. by type						
Apparel	152	151	141r	153	148	143r
Chemicals	131	131	127r	127	126	123r
Fabricated metals	163	168	151r	161	159r	149r
Food	107	109	107r	108	106	108r
Lbr., wood prod., furn. & fix.	83	84	81r	84	84	81r
Paper and allied prod.	153	153	147r	153	151	147r
Primary metals	84	105	95r	84	104	95r
Textiles	95	95	91	95	94	91r
Trans. equip.	193	190	169	186	185	162

r Revised p Preliminary n.a. Not available

