Monthly Review

ATLANTA, GEORGIA, DECEMBER, 1957

In This Issue:

Sixth District Statistics:

Sixth District Indexes:

Federal Reserve Bank of Atlanta

DISTRICT BUSINESS HIGHLIGHTS

Consumer spending, although high, continues to slip from mid-summer peaks. Slower activity in some industries brought further slight declines in employment and payrolls, and cash receipts from farm marketings are lower than last year. Demand for bank credit is less strong than usual at this time of the year.

Nonfarm employment declined slightly in October after allowance for the usual seasonal changes. The decline was concentrated in nonmanufacturing, since manufacturing employment rose slightly.

Manufacturing payrolls, seasonally adjusted, declined in October for the third consecutive month. With a reduction in the average work week came a reduction in weekly earnings.

Insured unemployment changed little in October, although it usually declines at this time of year.

Textile activity, measured by seasonally adjusted cotton consumption, dropped back to about the low rate of last spring.

Crude oil production in Coastal Louisiana and Mississippi, seasonally adjusted, rose slightly in October, and held slightly above the pre-Suez crisis level.

Steel mill operations were reduced sharply further in October and November.

Construction contracts awarded in September continued substantially above a year earlier.

Total spending, as measured by seasonally adjusted bank debits, declined during October for the third consecutive month.

Department store sales in November, seasonally adjusted, rose slightly from the year's low established in October.

Department store stocks set a new all-time record high in October.

New orders at department stores were still below a year ago.

Furniture store sales, seasonally adjusted, continued to decline during October.

New car registrations during October rose above year ago totals.

Consumer credit at commercial banks declined during October for the first time since September 1956, as automobile loans outstanding declined.

Automobile instalment terms on new car contracts were being written with much longer maturities this year than last year; 36-month paper is becoming more common.

Cash receipts from farm marketings fell short of the total a year earlier by a large margin because the volume and quality of cash crops being marketed were much lower.

Farm prices of rice, beef cattle, hogs, eggs, and milk exceed those a year ago; prices of cotton, cottonseed, peanuts, oranges, and chickens are lower.

Total loans at all member banks decreased in October, after seasonal adjustment, for the second consecutive month; and preliminary reports show a further decline in November.

Loans to farmers outstanding at member banks were slightly less in October than a year ago because of lower farm production loans.

Total deposits decreased substantially during October, after seasonal adjustment, in all states except Florida.

Borrowings from the Federal Reserve Bank of Atlanta during November averaged higher than in any other month this year.

The Federal Reserve Bank of Atlanta reduced its discount rate on loans to member banks from 3½ percent to 3 percent, effective November 15, 1957.

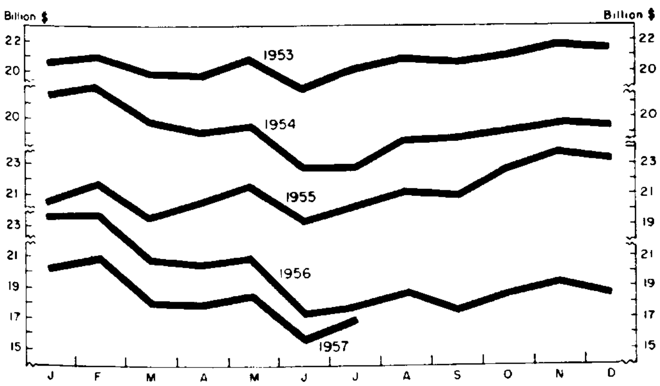
The New Look in U.S. Securities

News commentators generally regarded last month's half-point reduction in the discount rate as a forerunner of similar reductions in other interest rates. Their predictions, however, were not uniform as to which rates might be affected. Moreover, in the two weeks following the half-point reduction in the discount rate, very few interest rates declined that much. All this is to say that interest rates are affected by market forces as well as by monetary policy. In the last six years Federal Reserve policy, while far from being passive, has had less influence on particular interest rates than at any time since the late 1930's. This is most evident in the market for Federal Government securities, where a "new look" has appeared.

A Topsy-Turvy Market

From early 1955 until the middle of November, the strangest phenomenon in the Government securities market was the apparently upside-down structure of interest rates. Normally it would seem that people who were tying up their funds for long periods could command higher returns than if they placed their funds in short-term securities. This, however, was not the case. During the first two weeks of November, 9-12 month taxable issues were yielding 3.65 percent, whereas the longest Treasury securities, maturing in 38 years, earned only 3.53 percent, at prevailing prices.

Corporate Holdings of Government Securities United States, 1953-57



This state of affairs resulted from three factors. First, since 1955, when credit restraint began, the demand for short-terms has weakened because commercial banks, which are important in that market, have been pinched for funds. On the other hand, more permanent investors with plenty of cash such as pension funds have tended to invest in long-term securities. Second, the ceiling on the national debt, together with the Treasury's reluctance to seek large amounts of long-term funds, kept a scarcity value on the longest maturity bonds. Finally, although long-term rates were low compared with short-term, they were viewed favorably by the more or less permanent investors who had vague expectations of even lower long-term rates. All these factors account for high short-term rates and lower long-term rates in the Government securities market, a condition, incidentally, that does not prevail in markets for corporate and tax-exempt securities.

What is the significance of this topsy-turvy market? Most obviously, it has complicated Treasury financing problems to the extent that it represents a belief that the general level of interest rates will decline in the future.

Often, when interest rates decline substantially, the Treasury calls in some of its securities issued at higher interest rates and refunds then into lower interest rate issues. This saves money for the Government. Knowledge that this might happen, however, often deters other investors from subscribing to callable issues, especially when they think interest rates might go down even more. Such a situation recently has caused Treasury officials to offer non-callable issues. Meanwhile, with a pinch on short-term funds, investors have hesitated to invest unless they could sell before maturity without loss. Thus, two recent intermediate-term issues have been redeemable two or more years prior to maturity at the holder's option.

Response of the Government securities market to recent news events provides a good illustration of how demand and supply expectations affect the course of Governments. In general, interest rates declined this fall when news of slackening demand for bank loans raised prospects that banks might seek alternative investment outlets such as Treasury issues.

On the supply side, the launching of the Russian space satellites, as well as tensions in the East, has aroused expectations that increased Federal spending may once again be financed with increased Treasury borrowing. If this should happen, a greater supply of securities would be available to investors. On some days this fall, news items of this type set off a rise in interest rates although rates generally declined as credit demands weakened.

New Customers and Old Customers in New Roles

In addition to the influences on the course of Government securities just discussed, substantial changes in the role of various types of investors have also produced important effects in the market recently. With the high level of business activity resulting in heavy flows of cash, treasurers of leading corporations have tended to put their temporarily idle bank balances in short-term Government securities. This demand for these securities by corporations arises principally because seasonal swings in their needs for money often do not coincide with swings in their income. Corporations usually pay taxes and dividends quarterly so that in March, June, September, and December heavy inroads are made on their purses. In the intervening months, they accumulate funds and find it profitable to invest in securities maturing about the time the funds will be needed.

Moreover, the Treasury is attempting to collect a greater portion of taxes on income in the same year in which the income is produced. This is being done gradually by pushing forward the percentage of taxes currently payable. Until 1960, when collections will become evenly distributed throughout the four quarters, the Government will be a borrower in the slim fall months, when corporations are good customers for securities because their tax load is light. As more of the tax load is shifted to the fall months, the upsurges in security holdings in autumn will be less evident.

Some changes in security holdings of business firms have arisen as a consequence of their plant and equipment spending programs. While firms built up their Government security holdings during World War II, they drew them down to finance building projects from 1945 to 1948. After the Korean War, though, when more and more corporations issued their own securities to pay for plant expansion, short-term Governments became very useful to them as a medium of temporary investment where the funds could be held until needed to pay for new plant and equipment. Thus, there is often a sizable demand for short-term Treasuries on the payment days for large corporate offerings.

State Governments Slow as Buyers

State and local government authorities, heavy buyers of Treasury securities during most of the postwar period, seem to be slowing down in their purchases. State government pension and retirement funds have been permitted to buy a wider range of securities recently, both to allow greater protection against inflation and in the case of tax-exempt issues, to provide a market for local government issues seemingly discriminated against in the tight credit markets. This means a smaller proportion of their funds are going into Treasury securities. In some cases also, increased retirement and pension claims have slowed the growth of resources available for investment. Against these developments, other public funds, such as school, road, and bridge building authorities, like corporate firms, face the task of investing temporary proceeds of large security issues. Here again short-term Treasuries play a role, and these housekeeping activities of public authorities have a pronounced effect on day-to-day market developments.

John Q. Still in Market

The biggest single bloc of Government debt is held by John Q. Public—individuals and trust funds set up for the benefit of individuals. They own $68.6 million, or one-fourth of the total Federal debt outstanding. About two-thirds of the amount held by individuals is in non-marketable United States savings bonds. Despite public attention to the volume of recent redemptions of Government savings bonds, actual changes in total U. S. securities held by individuals, both marketable and non-marketable, have been very slight. Savings bonds holdings are now down about $1 billion, or 2 percent below the peak reached in early 1956. While this decline was going on, individuals and their trust funds were greatly expanding their holdings of marketable Treasury obligations so that total holdings of all types were actually rising.

Banks Change Role

Commercial banks own 21 percent of the total debt, considerably less than the 30 percent they owned in 1946. In the last few years, banks have found maturing Treasury issues helpful in relieving tight reserve pressures, since an individual bank needing funds could allow holdings to mature for cash. This automatically supplied individual banks with reserves. Even though banks have reduced their holdings of Governments, they have become more important as underwriters of securities.

Beginning in the summer of 1953, the Treasury issued tax anticipation certificates acceptable, on maturity, as payment for income taxes. Tax bills now are also issued on a similar basis. These obligations can be paid for through credit to the banks' tax and loan accounts, which are ordinarily not drawn down immediately. Thus commercial banks find they can subscribe to the obligations and sell them on the market, obtaining funds for payment even before the Treasury draws upon its deposits. This arrangement has caused the banks to take an active role in underwriting the tax issues.

In a changing world, factors influencing a financial market as important as that for Federal Government securities can never remain the same year after year. This brief review of some of the market forces affecting interest rates in Government securities suggests that interest rates during 1958 may be importantly influenced by business trends and institutional changes as yet foreseen only dimly. Monetary and fiscal policy undoubtedly will also play a role, but policy will most certainly be influenced by what happens in the market place.

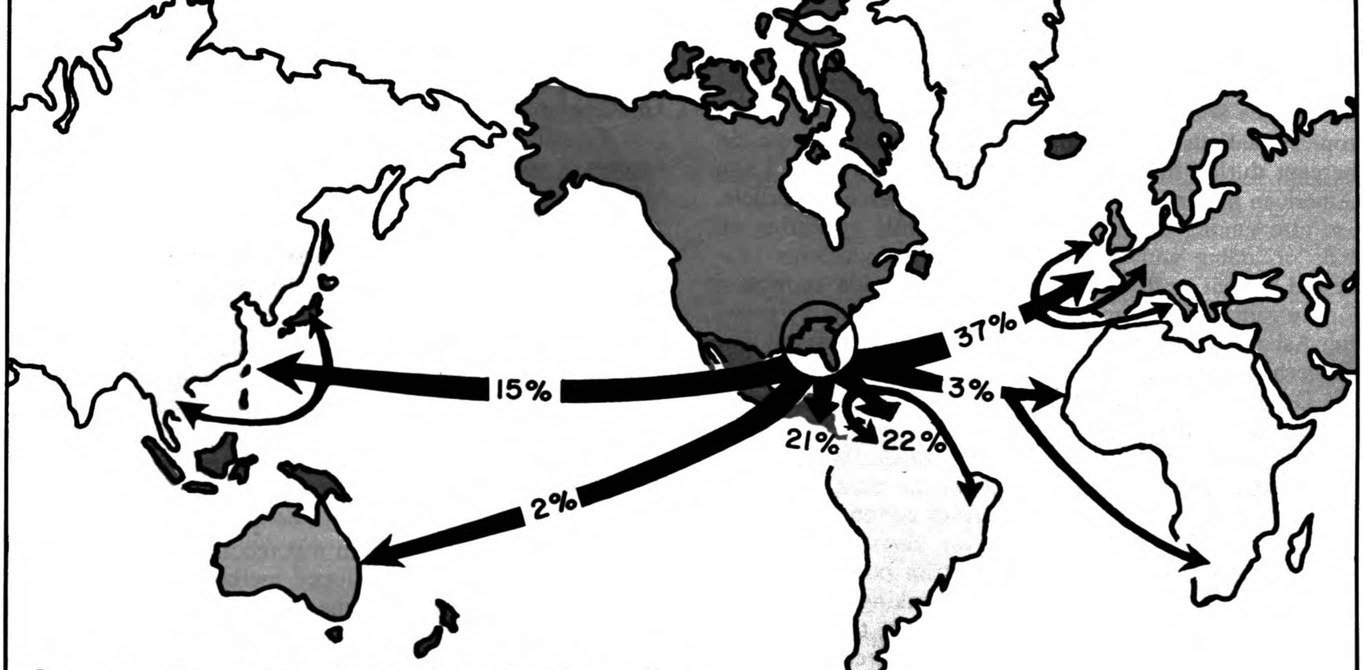
THOMAS R. ATKINSON

Bank Announcements

The Federal Reserve Bank of Atlanta is pleased to welcome two newly organized banks to membership in the Federal Reserve System.

The Florida Northside Bank of Jacksonville, Jacksonville, Florida, opened for business November 18. Officers are T. L. Howell, Jr., Chairman of the Board; Robert D. Morris, President; Herbert E. Williams, Vice President; George E. Elms, Vice President and Cashier. The bank began operations with capital stock of $300,000 and surplus of $75,000.

On November 23, the First National Bank of Rogersville, Rogersville, Tennessee, opened for business. Officers are J. Frank Testerman, Chairman of the Board of Directors; Tom H. Rogan, President; Charles B. Cowan, Vice President and Cashier. The bank has capital stock of $200,000 and surplus of $62,500.



Percentages of Exports Through District Ports, First 8 Mos., 1957.

A Boom Year In Foreign Trade

Goods are continually leaving our southeastern shores bound for all corners of the earth. Similarly, our docks are the scene of unloadings of various types of freight from many other countries. The volume of foreign trade, of course, is tied closely to economic factors and to changes in these factors. In one year, world conditions may make Southern-shipped American goods highly attractive. In another year, the opposite may be true. During 1957, American goods were readily accepted in other parts of the world. The principal reasons for this acceptance were the vigorous growth of foreign economies, a number of which had more favorable dollar reserve position as 1957 began, the Suez-induced shipments of petroleum products to Europe, and the special agricultural surplus sales programs of our Government.

Progress in foreign trade turns upon more than external economic factors alone. Sizable investments in port and harbor facilities and constant promotional efforts by port officials are equally essential if a particular port hopes to hold or improve its share of the available commerce. American merchants typically choose to use those ports that provide convenient and economical routes to foreign lands. Port investment and promotion, however, is a story in itself and is not the direct concern of this article. Here, we shall review current developments in foreign trade and assess their impact upon the long-run growth of traffic through Southeastern ports.

The facts developed are based upon the monthly reports of the United States Bureau of the Census. Data for the Sixth District came from Census report Number EM 563, which shows exports by commodity and by country of destination for individual Customs Districts. Air cargo shipments through Miami and New Orleans are not included in the figures cited.

The year 1957 has been a momentous one in American foreign trade. Total traffic between the United States and the remainder of the world has boomed. Gains in exports were especially strong. American firms will ship to foreign merchants 12 percent more goods in dollar terms this year than last. This upsurge in exports furnished the United States with its most favorable balance of trade since the world-wide rebuilding days of 1947. Apparently, people in other parts of the world found they could afford to buy (or were forced to buy in the case of oil products) more American goods than ever before.

Economic forces causing trade in the nation to expand proved even more important in the Sixth District. The four Customs Districts in the Southeast, Florida, Georgia, Mobile, and New Orleans, accounted for about one-fourth of the national gain in exports. Measured in dollars, total trade through this District in the first eight months of 1957 jumped 33 percent over the previous year. Exports soared 45 percent ahead of 1956 volume. This marks the second consecutive year in which new records were established in export traffic. In all, over 2 billion dollars' worth of goods will leave our shores this year, compared with 1.4 billion dollars' worth last year. The better-than-national gains in the Southeast permitted this District to capture a larger share of American foreign trade than ever before. Exports here this year will probably account for over 11 percent of the national figure.

Where are the Southeast's best customers? The pictograph shows that goods move through this District to all parts of the world. The bulk of the shipments leaving our ports are destined for Western Europe. The countries taking most of these goods this year—England, West Germany, and Italy—were nations with healthy economies where pressures on dollar reserve positions eased.

The boom in trade can be traced largely to the increased acceptance Southern-shipped merchandise received in European markets. The takings of these countries rose 68 percent during the first eight months of this year. Latin American nations, led by Cuba and oil-blessed Venezuela, are also among the names most frequently appearing on bills of lading and other foreign trade documents processed in our region. South American trade showed a strong gain, up 57 percent. Japan, the most rapidly growing Asian country, received the bulk of this District's Far Eastern shipments.

Despite the importance of improved economic conditions in the countries taking a major share of District exports, the largest part of the gains made this year can be traced to two special occurrences: the Suez Crisis and the heavy exports of American surplus cotton. Petroleum and cotton shipments accounted for almost half of the gain in exports enjoyed by our District ports. Gains in oil shipments to Europe were most striking early in the year: During the winter months, January to March, oil shipments from Louisiana jumped 375 percent over the year previous. American cotton moved through District ports into world markets in over 200 percent greater volume this year than last. The action of the Commodity Credit Corporation permitting the export price of American cotton to fall to the world price made our Southern cotton highly attractive to buyers throughout the world, and stocks that had been allowed to run down were rebuilt.

Individual Port Picture

Economic factors at work during 1957 did not affect individual ports in our District to the same extent. As would be expected, those ports handling the most cotton and petroleum posted the most impressive gains.

New Orleans More merchandise goes through this port than any other in the District. Almost two-thirds of District exports pass through this city. Between January and August this year more than one billion dollars' worth of goods moved across the wharves along the Mississippi. Exports are running at a record pace, 49 percent ahead of 1956 levels. Since world demand for cotton and oil jumped markedly, it is no wonder New Orleans is enjoying a banner year. The city handles more cotton for export than any other port in the United States. The New Orleans area is also a major shipper of American petroleum products.

It is already clear that King Cotton has regained the throne as the leading export through the Crescent City. Earlier in the 1950's, other goods, mostly machinery and vehicles, had replaced cotton as the principal product leaving Louisiana. Three European nations, the United Kingdom, West Germany, and Italy, and one Asiatic country, Japan, proved to be heavy purchasers of the staple fiber.

Mobile This Port recorded the most striking percentage gain in exports. Traffic here climbed an impressive 68 percent over 1956 levels between January and August. Goods loaded on vessels in the Alabama city, including such diverse commodities as iron and steel products and naval stores, met a strong demand throughout the world. Cotton exports played a vital role in the port's gains, making up 28 percent of the total increase.

Equally striking were the strong gains made in shipments of all kinds to Asia from Mobile. Last year 20 percent of Mobile's shipments were destined for Asiatic countries. This year over 33 percent of the outgoing cargo was earmarked for the world's largest continent. Steel scrap shipments to Japan were especially heavy. Of all countries, Japan was Mobile's best customer.

Savannah Figures for the Georgia Customs District represent primarily shipments through the port of Savannah. This city's location on the Atlantic Ocean gives her some advantage over our Gulf Coast ports in handling goods destined for Europe from many points in the South. Shipments to Europe now account for 57 percent of Georgia's exports, compared with 44 percent last year. An even greater percentage gain was recorded in South American takings of Georgia-shipped merchandise. Machinery and vehicles continued as the single most important class of goods moving into world markets from Savannah. Cotton exports, up 144 percent, and metal shipments, 66 percent higher, rose substantially in volume during 1957.

Florida Ports Jacksonville, Port Canaveral, Palm Beach, Port Everglades, Miami, and Tampa are among the deep water harbors from which Florida ships products around the world. Cargo shipped from Florida is highly specialized, and the markets served are much more localized than for other ports. During the first eight months of this year, three out of every four dollars' worth of goods shipped from the state were destined for Central and South America. Cuba and Venezuela together took 54 percent of the state's exports. To other parts of the world, Floridians send citrus fruits, fertilizers, wood, and paper. Because cotton and oil are not important exports from Florida, ports here did not benefit from the special factors working to increase trade in other District ports. Still, traffic this year, up 35 percent, did surpass the national rate of increase as Western Hemisphere markets took more of the Sunshine State's goods.

Outlook Clouded

We have noted that Sixth District ports were the chief beneficiaries of the specialized factors making for the 1957 boom in American ports. These forces are not likely to continue strong through 1958. For one thing, the 1957 export boom has pulled down the dollar reserves of foreign nations. In many countries the leveling off in economic activity after the boom conditions of recent years has reduced demand for many United States products, especially, cotton, that were heavily restocked in 1956-57. The effect of these measures will be to reduce American exports and bring them more nearly in line with imports. In this District, port officials will be hard pressed next year to match their 1957 performances.

Some lasting gains were made in the District this year. Trade relations with our Latin American neighbors have been strengthened, substantial investments have been made in new port facilities, and further diversification in products shipped has been achieved.

LEON T. KENDALL

Sixth District Statistics

Wholesale Sales and Inventories*

Type of Wholesaler	Sales: No. of Firms	Sales: Percent Change, October 1957 from Sept. 1957	Sales: Percent Change, October 1957 from Oct. 1956	Inventories: No. of Firms	Inventories: Percent Change, October 1957 from Sept. 1957	Inventories: Percent Change, October 1957 from Oct. 1956
Grocery, confectionery, meats	44	+7	+3	38	+5	+5
Drugs, chems., allied prods.	9	+8	+8	8	+3	+5
Tobacco	6	+33	+29	6	+10	+8
Paper, allied products	25	+5	+16	24	+19	+14
Hardware	9	+5	—1	9	+1	—2
Plumbing & heating goods	13	+5	+20	12	+9	+15
Machinery: equip. & supplies						
Industrial	17	—2	—9	17	+1	+6

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

Condition of 27 Member Banks in Leading Cities

(In Thousands of Dollars)

Item	Nov. 20 1957	Oct. 23 1957	Nov. 21 1956	Percent Change Nov. 20, 1957 from Oct. 23 1957	Percent Change Nov. 20, 1957 from Nov. 21 1956
Loans and investments	3,417,041	3,397,705	3,370,602	+1	+1
Loans—Net	1,968,327	1,929,474	1,854,020	+2	+6
Loans—Gross	2,002,125	1,963,274	1,882,133	+2	+6
Commercial, industrial, and agricultural loans	1,045,093	1,036,855	1,018,619	+1	+3
Loans to brokers and dealers in securities	44,390	35,136	39,814	+26	+11
Other loans for purchasing or carrying securities	49,337	52,168	52,708	—5	—6
Real estate loans	177,904	177,717	167,879	+0	+6
Loans to banks	38,935	22,701	15,746	+72	*
Other loans	646,466	638,697	587,367	+1	+10
Investments total	1,448,714	1,468,231	1,516,582	—1	—4
Bills, certificates, notes	389,843	398,350	480,767	—2	—19
U. S. bonds	753,795	772,321	728,348	—2	+3
Other securities	305,076	297,560	307,467	+3	—1
Reserve with F. R. Bank	483,968	474,684	534,905	+2	—10
Cash in vault	54,020	53,781	51,871	+0	+4
Balances, domestic banks	265,973	257,350	250,317	+3	+6
Demand deposits adjusted	2,213,577	2,244,326	2,322,423	—1	—5
Time deposits	792,705	792,538	672,938	+0	+18
U. S. Gov't deposits	67,127	65,501	98,139	+2	—32
Deposits of domestic banks	735,255	691,363	700,146	+6	+5
Borrowings	63,900	44,500	74,457	+44	—14

*Over 100 percent.

Department Store Sales and Inventories*

Place	Sales: Oct. 1957 from Sept. 1957	Sales: Oct. 1957 from Oct. 1956	Sales: 10 Months 1957 from 1956	Inventories: Oct. 31, 1957, from Sept. 30, 1957	Inventories: Oct. 31, 1957, from Oct. 31, 1956
ALABAMA	+8	—1	+1	+10	—3
Birmingham	+4	+1	+1	+12	—3
Mobile	+24	—1	+6	..	..
Montgomery	+10	—8	—8	..	..
FLORIDA	+29	+3	+6	+6	+1
Jacksonville	+37	—4	—1	+9	—5
Miami Area	+26	+10	+11	+6	+11
Miami	+37	—4	—1	..	..
Orlando	+29	+1	+6	..	..
St. Ptrsbg-Tampa Area	+20	+0	+4	+2	—4
St. Petersburg	+25	+2	+9	..	..
Tampa	+16	—1	+1	..	..
GEORGIA	+2	—1	+0	+7	+0
Atlanta**	—1	+1	+3	+8	+2
Augusta	+21	—5	—5	..	..
Columbus	+8	—9	—8	+7	—4
Macon	+10	—5	—3	+7	+5
Rome**	+8	—14	—4	..	..
Savannah	+12	—4	—3	..	..
LOUISIANA	+17	+6	+7	+8	—1
Baton Rouge	+15	+15	+15	+9	+18
New Orleans	+19	+5	+7	+8	—5
MISSISSIPPI	+6	—4	—1	+4	—6
Jackson	+5	—6	—3	+4	—6
Meridian**	+4	—3	—1	..	..
TENNESSEE	+7	—2	+2	+13	+7
Bristol (Tenn. & Va.)**	+11	+4	+1	+12	+7
Bristol-Kingsport-Johnson City**	+6	—2	—0	+8	—5
Chattanooga	+8	+3	+1	..	..
Knoxville	+4	—9	—2	+3	—3
Nashville	+9	+3	+6	+24	+15
DISTRICT	+13	+1	+3	+8	+1

*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.

Instalment Cash Loans

Lender	No. of Lenders	Volume: Percent Change, October 1957 from September 1957	Volume: Percent Change, October 1957 from October 1956	Outstandings: Percent Change, October 1957 from September 1957	Outstandings: Percent Change, October 1957 from October 1956
Federal credit unions	37	+10	+16	+1	+20
State credit unions	16	—9	+21	+1	+31
Industrial loan companies	11	+11	+3	+1	+3
Small loan companies	24	+1	+14	+0	+27
Commercial banks	45	—3	—4	—0	+9

Retail Furniture Store Operations

Item	Percent Change October 1957 from September 1957	Percent Change October 1957 from October 1956
Total sales	+8	—5
Cash sales	+2	+1
Instalment and other credit sales	+9	—5
Accounts receivable, end of the month	—0	—1
Collections during month	—0	—5

Debits to Individual Demand Deposit Accounts

(In Thousands of Dollars)

	Oct. 1957	Sept. 1957	Oct. 1956	Percent Change: Oct. 1957 from Sept. 1957	Percent Change: Oct. 1957 from Oct. 1956	Percent Change: 1957 from 1956
ALABAMA						
Anniston	37,909	34,009	38,534	+11	—2	—5
Birmingham	733,013	707,946	692,096	+4	+6	+11
Dothan	25,502	24,801	24,957	+3	+2	+6
Gadsden	32,536	34,453	33,477	—6	—3	+8
Mobile	254,836	250,644	258,695	+2	—2	+12
Montgomery	148,628	132,812	145,616	+12	+2	+6
Selma*	23,603	24,118	24,611	—2	—4	+2
Tuscaloosa*	45,849	43,216	44,958	+6	+2	+1
FLORIDA						
Daytona Beach*	49,185	48,542	43,113	+1	+14	+16
Fort Lauderdale*	180,500	156,471	154,899	+15	+17	+17
Gainesville*	33,296	28,512	31,974	+17	+4	+8
Jacksonville	607,428	583,380	555,039	+4	+9	+7
Key West*	12,225	11,964	11,642	+2	+5	+11
Lakeland*	56,721	51,740	50,703	+10	+12	+14
Miami	676,112	631,230	636,791	+7	+6	+15
Greater Miami*	1,040,482	966,065	962,882	+8	+8	+15
Orlando	149,198	143,346	135,983	+4	+10	+20
Pensacola	83,012	78,514	77,991	+6	+6	+11
St. Petersburg	159,062	145,829	138,865	+9	+15	+18
Tampa	313,870	282,236	263,435	+11	+19	+15
West Palm Beach*	91,994	81,398	79,721	+13	+15	+12
GEORGIA						
Albany	53,819	56,391	57,025	—5	—6	+5
Athens*	35,423	31,366	33,376	+13	+6	+8
Atlanta	1,662,433	1,599,561	1,726,492	+4	—4	+6
Augusta	86,408	85,632	96,841	+1	—11	—6
Brunswick	21,766	21,553	17,811	+1	+22	+11
Columbus	98,424	95,085	98,167	+4	+0	—1
Elberton	8,462	7,952	7,754	+6	+9	+14
Gainesville*	50,958	46,947	46,288	+9	+10	+4
Griffin*	17,021	16,005	17,010	+6	+0	+3
LaGrange*	22,865	18,939	19,093	+21	+20	+8
Macon	105,929	106,040	108,092	—0	—2	—1
Marietta*	25,696	23,674	23,342	+9	+10	+9
Newnan	16,870	15,623	15,555	+8	+8	+10
Rome*	41,876	39,780	45,573	+5	—8	—0
Savannah	175,669	187,303	173,481	—6	+1	+19
Valdosta	22,176	21,624	24,455	+3	—9	—7
LOUISIANA						
Alexandria*	72,624	65,349	63,990	+11	+13	+8
Baton Rouge	196,370	190,739	177,819	+3	+10	+14
Lafayette*	55,461	50,219	48,090	+10	+15	+12
Lake Charles	86,794	83,676	76,517	+4	+13	+10
New Orleans	1,320,191	1,157,667	1,262,484	+14	+5	+9
MISSISSIPPI						
Biloxi-Gulfport*	38,996	37,842	39,841	+3	—2	+6
Hattiesburg	31,384	29,299	29,242	+7	+7	+9
Jackson	199,396	179,915	212,554	+11	—6	—1
Laurel*	21,981	21,691	20,109	+1	+9	+10
Meridian	37,816	35,067	37,264	+8	+1	+3
Natchez*	21,900	19,432	19,601	+13	+12	+4
Vicksburg	20,235	18,168	22,349	+11	—9	+7
TENNESSEE						
Bristol*	37,919	36,069	42,857	+5	—12	+9
Chattanooga	270,717	271,184	280,785	—0	—4	+4
Johnson City*	38,012	35,326	34,429	+8	+10	+5
Kingsport*	72,742	70,502	68,664	+3	+6	+9
Knoxville	215,557	205,556	210,296	+5	+3	+3
Nashville	606,997	590,491	593,422	+3	+2	+7
SIXTH DISTRICT 32 Cities	8,458,519	8,007,726	8,229,884	+6	+3	+8
UNITED STATES 344 Cities	204,168,000	189,297,000	193,140,000	+8	+6	+7

*Not included in Sixth District totals.

Sixth District Indexes

1947-49 = 100

	Nonfarm Employment			Manufacturing Employment			Manufacturing Payrolls			Construction Contracts			Furniture Store Sales*/**		
	Sept. 1957	Aug. 1957	Sept. 1956	Sept. 1957	Aug. 1957	Sept. 1956	Sept. 1957	Aug. 1957	Sept. 1956	Oct. 1957	Sept. 1957	Oct. 1956	Oct. 1957	Sept. 1957	Oct. 1956
SEASONALLY ADJUSTED															
District Total	134	135	132r	119	120	120r	197	200r	190r	..	..	..	103p	105	109
Alabama	122	123	121	109	113	110r	186	193r	176	..	..	..	111p	100	112
Florida	180	179	166r	179	180	164r	293	290r	254r	..	..	..	106	111	112
Georgia	130	130	130	118	120	121	192	198r	189	..	..	..	103p	107r	112
Louisiana	130	131	127r	100	100	100r	174	174	167r	..	..	..	131p	133r	137
Mississippi	125	123	125	124	124	124	212	217r	206	..	..	..	80	85	88
Tennessee	120	119	121r	116	117	120r	186	190r	186r	..	..	..	82	82	89
UNADJUSTED															
District Total	134	133	132r	120	120	121r	199	198r	191r	..	..	..	103p	108	109
Alabama	123	123	122	112	113	113	191	193r	181	n.a.	185	266	109p	112	110
Florida	171	169	158r	170	168	155r	275	267r	239r	n.a.	414	304	110	118	116
Georgia	131	130	131	121	121	124	196	196	193r	n.a.	283	210	100p	106	109
Louisiana	131	131	128r	102	101	102r	177	175r	170r	n.a.	268	252	127p	133r	133
Mississippi	126	124	127	126	125	126	218	219r	212	n.a.	184	148	91	85	100
Tennessee	120	120	122r	117	118	121r	190	188r	190r	n.a.	130	161	79	83	85r

Department Store Sales and Stocks**

	Adjusted			Unadjusted		
	Oct. 1957	Sept. 1957	Oct. 1956	Oct. 1957	Sept. 1957	Oct. 1956
DISTRICT SALES*	147p	156	146r	153p	152	152r
Atlanta1	138	160	137	148	168	147
Baton Rouge	150	145	130	154	151	134
Birmingham	129	131	128	129	140	128
Chattanooga	132	139	129r	135	140	131r
Jackson	107	119	114r	116	124	124r
Jacksonville	120	133	125r	143	117	149
Knoxville	135	152	148	139	150	153
Macon	127	127	134	133	136	140
Miami Area	246p	260	222r	233p	208	211r
Nashville	145	159	141	147	151	142
New Orleans	150	150	142r	153	144	145r
St. Ptrsbg-Tampa Area	153	165	153r	153	144	153r
Tampa City	126	137	128r	128	125	130r
DISTRICT STOCKS*	176	170	175r	192	177	190

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

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

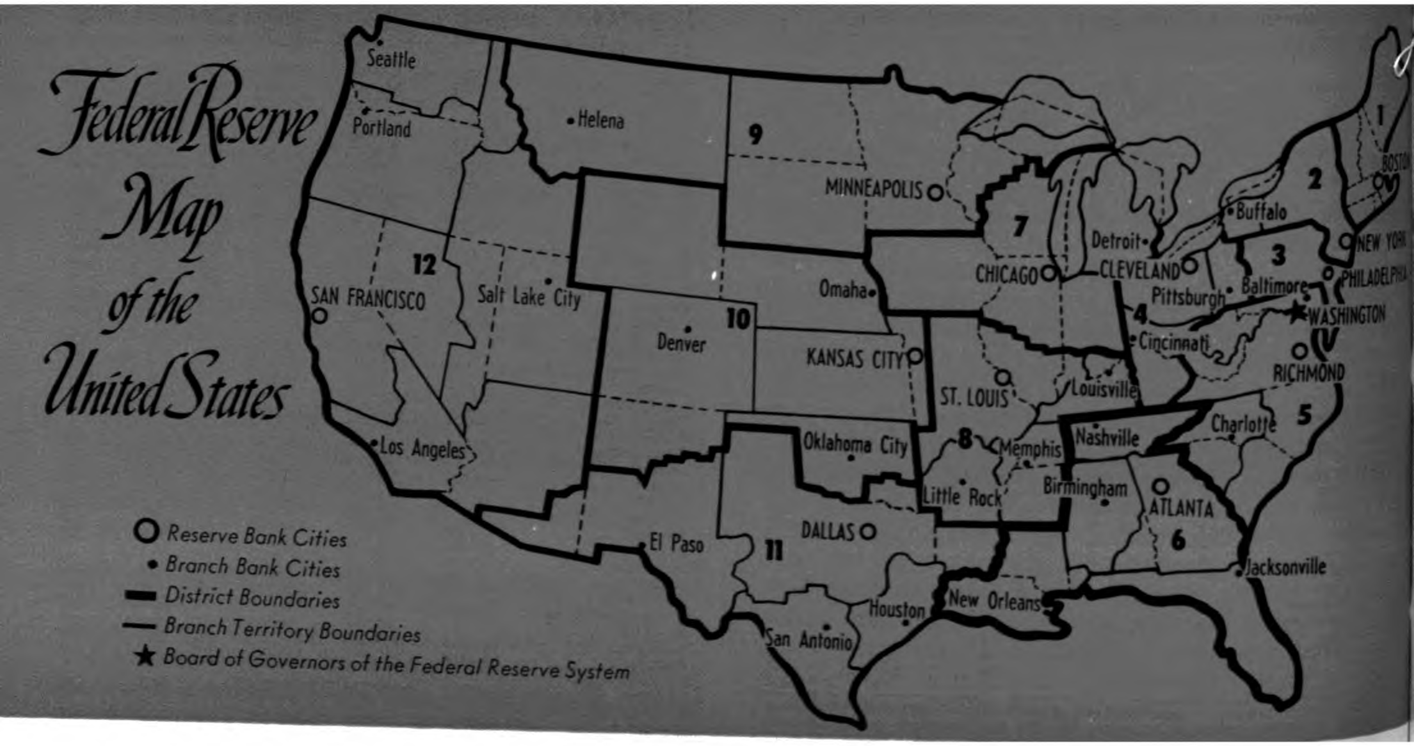
**Daily average basis.

Sources: Nonfarm and 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. All indexes calculated by this Bank.

Other District Indexes

	Adjusted			Unadjusted		
	Oct. 1957	Sept. 1957	Oct. 1956	Oct. 1957	Sept. 1957	Oct. 1956
Construction contracts*	..	..	..	n.a.	289	244
Residential	..	..	..	n.a.	252	247
Other	..	..	..	n.a.	339	242
Petrol. prod. in Coastal Louisiana and Mississippi**	166	161	161	165	159	160
Cotton consumption**	86	90	98	89	91	101
Turnover of demand deposits*	22.9	23.8	22.5	22.9	24.3	22.5
10 leading cities	23.6	25.7	23.2	24.5	26.0	24.1
Outside 10 leading cities	17.9	19.4	16.9	18.8	19.4	17.7
	Sept. 1957	Aug. 1957	Sept. 1956	Sept. 1957	Aug. 1957	Sept. 1956
Elec. power prod., total**	n.a.	297	282	n.a.	308	284
Mfg. emp. by type						
Apparel	165	164	170r	167	166r	172r
Chemicals	133	133r	133r	134	129r	134r
Fabricated metals	177	180	168r	178	177r	169r
Food	113	113	111	114	114	113r
Lbr., wood prod., furn. & fix.	81	80	85r	81	80	85r
Paper and allied prod.	159	161	163r	160	161	164r
Primary metals	104	107	111r	105	107	111r
Textiles	89	89	92	89	89	92
Trans. equip.	230	243	198r	228	233	196r

r Revised. p Preliminary. n.a. Not available.



(SUPPLEMENT)

Monthly Review

ATLANTA, GEORGIA, DECEMBER, 1957

Index for the Year 1957

Federal Reserve Bank of Atlanta