

Monthly Review

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The Growth of Southern Cities in the Sixties

by Brian D. Dittenhafer

Men are social animals, and from earliest times, have joined together to form small groups. Within these groups, as some people proved themselves best at hunting while others were best at tool-making or tending fires, individuals began to do specialized work. This principle, called the division of labor, allowed people to band together in small societies. The development of settled agriculture led directly to small, permanent settlements where people could purchase the few specialized goods and services they could not provide for themselves. However, with a few notable exceptions such as ancient Rome, not until the growth and development of modern industry and improved transportation did these settlements grow to a significant size in modern terms.

The appearance of many large towns is a development of modern industrial society and largely the result of economic specialization and division of labor. As urbanization depends upon the growth of surrounding regions, the rapid growth of southern cities is both a result and a reflection of southern economic development. This article examines the growth of southern metropolitan areas¹ during the Sixties and suggests some of the elements contributing to it.

Economic Growth

During the Nineteenth Century, the economic forces at work in the Southeast were mostly agricultural and commercial. The cities of the region grew as centers of commerce serving a rural economy, exporting primary products and importing manufactured ones. Industry is an important force in city building providing

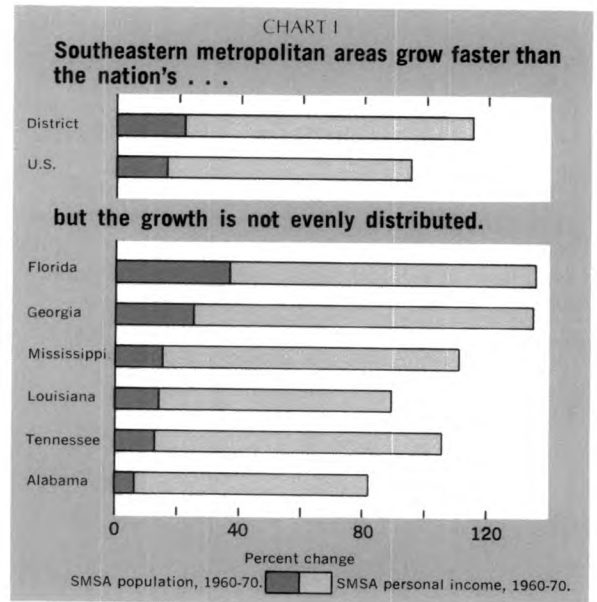
¹The urban areas analyzed in this study are the Standard Metropolitan Statistical Areas (SMSA's) defined by the U. S. Office of Management and Budget (OMB) and located within the boundaries of the Sixth Federal Reserve District. There are specific criteria used by OMB to define an SMSA, and these criteria are summarized in an accompanying note. However, an SMSA can generally be thought of as including a central city and the surrounding suburbs. The terms "urban centers," "cities," and "metropolitan areas" are used interchangeably in this article and in every case refer to the Sixth District SMSA's designated as of 1968 and used in the 1970 **Census of Population**.

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manufacturing operations and the concentrated demand for labor which accompanies such activity. Without this force, southeastern cities could not attain the size and importance achieved earlier by other major urban areas. The Southeast's rapid industrialization during the past quarter century has spurred the growth of its cities. The **1960 Census of Population** was the first to record city dwellers as more than half of the region's population. The population of southeastern cities increased 22 percent during the 1960's, significantly faster than the 16-percent national rate. This nudged the cities' share of this region's total population to 53 percent in 1970. However, this is still much below the 68 percent of the national population in metropolitan areas.

People are drawn where economic opportunity seems greatest. One would expect that urban areas experiencing the fastest population gains would also show the fastest employment gains. This seems to be true in Sixth District cities, where there is a very high correlation between the population growth rate and the employment growth rate during the 1960's. Georgia and Florida, the two District states with the fastest growing cities, also experienced the fastest metropolitan job growth. Georgia's job growth exceeded Florida's job growth, but its population and income did not. Retirees moving into Florida with their nonwage sources of income were apparently responsible for this difference in growth.

Regionally, only Alabama's metropolitan areas grew much less than the national average during the 1960's. Its urban population grew only 6.5 percent and urban employment, only 13 percent. Durable goods manufacturing is more important to Alabama's cities than to other District cities; and this sector's sluggishness during the 1960's is reflected in Alabama's slow-growing urban population and manufacturing jobs. Tennessee, Louisiana, and Mississippi, whose cities increased their populations by 13, 14, and 15 percent, respectively, were just under the national average population growth rate. Job expansion in these states' urban areas was also slightly below the national average, showing a fairly distinct pattern of population response to economic developments.



In terms of income, the Southeast's metropolitan areas did markedly better than the nation's during the 1960's. As Chart I shows, Florida's and Georgia's cities again led District states, with income growth of 135 percent each. Mississippi and Tennessee showed gains of 111 and 105 percent, respectively, topping the U. S. cities' average of 95 percent. Louisiana and Alabama were below that average.

These aggregate growth measures tell only part of the story and give very little information about

Bank Announcements

January 2, 1974

CLINTON NATIONAL BANK

Clinton, Mississippi

Opened for business as a member. Officers: W. E. Hannah, chairman; Malcolm L. Roseberry, president and chief executive officer; Bobby Burgess, vice president and cashier. Capital, \$400,000; surplus and other funds, \$600,000.

January 2, 1974

EXCHANGE NATIONAL BANK OF MONTGOMERY

Montgomery, Alabama

Opened for business as a member. Officers: Lewis Odom, chairman; Robert R. Pope, president and chief executive officer; William R. Haley, Jr., vice president and cashier. Capital, \$800,000; surplus and other funds, \$1,200,000.

January 3, 1974

THE FIRST NATIONAL BANK OF ALMA

Alma, Georgia

Converted to a national bank.

(Cont'd, p. 44)

gains in economic well-being. More important than a metropolitan area's increase in total income is how much the average person's income increased. When comparing income gains between cities and regions, per capita figures correct for differences in population.²

During the 1960's, Sixth District cities made significant per capita income gains, exceeding those in the nation's cities. This helped bring per capita income in the Southeast closer to the national average. Urban areas in the District showed greater per capita income gains than the rest of the region, reflecting the growing strength of the cities in what some still consider the "rural" South.

Why Cities Grow

Cities grow because they meet the needs of

²Even income expressed on a per capita basis does not clearly show the effect of a given income gain for a city, since it gives no indication of income distribution. As an extreme example, consider two groups, each containing 100 people. In one group all of the income is received by one person and 99 receive none; in the other group each individual receives an equal share of income. From the standpoint of the greatest good for the greatest number, the group with evenly distributed income is better off than the group which has its income concentrated in one individual. Of course, the same is true of cities.

Bank Announcements *(Cont'd.)*

January 4, 1974

AMERICAN MANDARIN BANK

Jacksonville, Florida

Opened for business as a par-remitting nonmember. Officers: Frank W. Sherman, president; R. Bain Alexander, executive vice president and cashier. Capital, \$600,000; surplus and other funds, \$300,000.

January 7, 1974

OGEECHEE VALLEY BANK

Millen, Georgia

Opened for business as a par-remitting nonmember. Officers: Dobson Gay, president; Fred Newton, cashier. Capital, \$250,000; surplus and other funds, \$250,000.

people outside the urban area. They depend upon both rural and other urban areas for goods and services which cannot be made or grown within the metropolitan area itself. To pay for these goods, they must produce goods or services meeting the needs of people outside the city. Industries satisfying such needs are called export or basic industries, and these largely determine a city's growth. For example, a city could serve as a manufacturing center, producing goods for shipment outside the local area. Some are primarily centers for transportation services, facilitating the exchange of goods. Some perform specialized trade and administrative functions, serving people all over the world.

Researchers have found that in general larger metropolitan areas serve the more specialized needs of smaller cities in much the same way the smaller cities serve surrounding towns. Thus, city size itself is an important factor in urban growth and structure. Table 1 shows the metropolitan areas of the Southeast ranked according to their 1970 population. To measure the changing functions of cities and importance of particular basic sectors to urban population, Table 1 relates number of workers in the most important basic sectors to total metropolitan population. The higher the ratio number, the more important is the activity and the more nonresidents are served by the city. Manu-

January 15, 1974

THE FIRST NATIONAL BANK OF WINTER HAVEN

Winter Haven, Florida

Converted to a national bank.

January 17, 1974

PALMER BANK AND TRUST COMPANY OF NAPLES, NATIONAL ASSOCIATION

Naples, Florida

Opened for business as a member. Officers: Lucian L. Vestal, president; Fraser Schaufele, vice president; Bernard Engelhardt, assistant vice president and cashier. Capital, \$1,000,000; surplus and other funds, \$500,000.

January 18, 1974

PEOPLES BANK OF TUSCALOOSA

Tuscaloosa, Alabama

Opened for business as a par-remitting nonmember. Officers: Robert B. Lary, president; Kenneth E. Hatcher, vice president and cashier. Capital, \$667,000; surplus and other funds, \$334,000.

(Cont'd, p. 46)

Table 1

A PROFILE OF GROWTH

SMSA's With Population	Population		Per Capita Personal Income		Employment Per Thousand					
	1970	% Change 1970 from 1960	1970	% Change 1970 from 1960	Manufacturing		Wholesale		Services	
					1970	% Change from 1960	1970	% Change from 1960	1970	% Change from 1960
Over 500,000	(000's)									
Atlanta	1,390	36.7	48.7	77.0	84.3	2.7	38.2	14.7	29.5	27.7
Miami	1,268	35.6	42.5	76.0	46.0	16.4	24.3	16.3	44.1	14.2
New Orleans	1,046	15.3	17.2	68.0	53.0	2.5	26.2	5.6	27.4	18.6
Tampa-St. Petersburg	1,013	31.2	35.3	67.0	46.1	10.8	17.9	11.2	23.1	26.9
Birmingham	739	2.5	10.7	66.0	92.0	-1.1	23.8	18.4	18.1	29.3
Fort Lauderdale— Hollywood	620	85.6	94.6	74.0	25.5	32.8	8.7	11.5	31.4	29.7
Nashville	541	16.6	24.4	81.0	99.9	15.8	26.4	14.3	21.8	13.5
Jacksonville	529	16.3	19.9	69.0	43.7	3.5	28.5	4.0	25.1	14.6
Average	—	27.5	34.7	73.5	61.4	3.5	25.5	10.9	29.0	23.4
Between 500,000 and 200,000										
Orlando	428	34.6	41.9	55.0	50.7	49.6	22.4	-9.7	22.4	42.7
Knoxville	400	8.7	17.0	70.0	97.2	15.0	20.2	21.7	17.2	9.5
Mobile	377	3.9	3.5	71.0	53.9	3.1	17.5	25.0	16.7	19.3
West Palm Beach	349	53.1	49.8	73.0	44.2	196.6	11.8	3.5	28.4	19.8
Chattanooga	305	7.8	17.4	83.0	169.2	-14.7	21.3	37.4	23.9	29.9
Baton Rouge	285	23.9	30.6	53.0	56.5	46.2	19.3	38.8	19.3	35.0
Jackson, Miss.	259	17.2	19.3	69.0	53.3	6.4	25.1	26.1	25.1	26.1
Augusta	253	16.6	21.8	109.0	115.6	6.5	12.2	25.8	17.4	45.0
Pensacola	243	19.7	22.2	73.0	54.3	-11.7	9.9	6.4	13.6	15.2
Columbus, Ga.	239	9.6	17.8	104.0	75.9	-3.2	10.5	26.5	16.3	22.6
Huntsville	228	48.1	64.9	70.0	77.6	75.6	9.6	113.3	35.1	237.5
Macon	206	14.4	14.2	90.0	70.3	16.4	16.5	48.6	17.4	8.1
Montgomery	201	3.9	7.9	77.0	44.7	22.1	25.3	53.3	17.9	11.9
Average	—	18.5	23.9	75.0	74.1	10.6	17.4	20.8	20.9	34.0
Less than 200,000										
Savannah	188	0.0	4.5	80.0	82.5	6.4	22.9	23.1	17.0	-11.0
Lake Charles	145	0.0	11.8	52.0	56.4	3.9	13.1	12.0	11.7	0.0
Biloxi-Gulfport	135	13.4	11.1	102.0	23.8	9.2	8.9	32.8	26.7	39.1
Tuscaloosa	116	6.4	11.4	60.0	78.4	8.1	8.6	3.6	12.9	0.1
Lafayette	112	31.8	32.8	64.0	18.2	-9.4	21.0	18.6	17.3	-22.8
Tallahassee	103	39.2	52.0	76.0	15.5	-36.2	14.5	34.3	16.5	1.8
Gadsden	94	-3.1	1.3	67.0	131.6	9.1	8.5	37.1	9.6	17.1
Albany	87	14.5	30.1	73.0	63.6	45.9	19.0	19.5	16.7	5.0
Average	—	9.7	25.7	71.5	58.9	2.1	15.0	21.9	16.3	6.5
AVERAGE ALL 6TH DISTRICT SMSA's	—	22.0	30.9	74.3	65.0	6.0	22.3	15.0	25.5	25.6
AVERAGE ALL U.S. SMSA's	—	16.4	N.A.	66.0	102.9	-0.1	21.7	11.9	23.2	19.6

Calculations based on data supplied by:

U. S. Bureau of Census, Special Economic Reports, **Employment and Population Changes — Standard Metropolitan Statistical Areas and Central Cities, Series ES20(72)-1**, U. S. Government Printing Office, Washington, D.C., 1972.

U. S. Census of Population, 1960 and 1970.

U. S. Department of Commerce, **Survey of Current Business**, Volume 51, Number 5, May 1971, Table 1.

facturing, wholesale trade, and service³ employment per thousand is shown in the table, along with the change in these ratios between 1960 and 1970.

The wholesale trade ratios illustrate the relationship of smaller to larger cities as trading centers. The smallest cities had only 15 persons per thousand engaged in wholesale trade. Midsized cities had 17.4 persons per thousand, and the largest, 25.5. The ratio is greater for larger cities, such as Atlanta, because in addition to serving a local area, these perform specialized trading functions for many smaller ones. The same relationship holds for per capita service employment, which increases from 16.3 per thousand in the smallest cities to 29 in the largest. Both wholesale trade and services are population-oriented; that is, they serve people and have very limited ties to raw materials. These firms tend to locate as closely as possible to those they serve; therefore, industry structure tends to follow population structure. This relationship does not hold for manufacturing, which is more concerned with raw materials and is less population-oriented.

Table 1 also reveals the relationship between a city's size and its rate of growth. Although per capita income growth rates are not significantly different, growth rates in population and employment do vary, with the fastest growth in the larger metropolitan areas. Variation in growth rates is wider for the smaller cities than for the larger ones, helping to explain the latter's economic advantages. Every metropolitan area in the two largest size groups experienced population and employment increases during the 1960's. By contrast, of the eight smallest cities, two had no population growth and one, an absolute decline. The size and diversification of the large urban areas provide a better chance of some growing sectors offsetting declining ones. Thus, larger cities have some protection against population and employment declines and may, in fact, be nearly assured of continuous growth.⁴

A good example of the advantages of size and diversification is Birmingham, Alabama, the slowest-growing large urban area in the District during the 1960's. Manufacturing—extremely important to the city's economy—stagnated, shown by the 1-percent decline in per capita manufacturing jobs. At the same time, however, per capita employment in

³Services are defined to include activities which supply largely nonlocal needs, primarily recreational, personal, and miscellaneous business services.

⁴For a good summary of this point, see Wilbur R. Thompson, *A Preface to Urban Economics*, John Hopkins Press, Baltimore, 1965, p. 19 ff.

Bank Announcements (Cont'd.)

January 22, 1974

MARINE BANK OF KISSIMMEE

Kissimmee, Florida

Opened for business as a member. Officers: William L. Hackett, president; Carolyn H. Lane, vice president and cashier; Jack R. Hunt, III, assistant vice president. Capital, \$500,000; surplus and other funds, \$400,000.

January 22, 1974

PALMER BANK OF GULF GATE

Sarasota, Florida

Opened for business as a member. Officers: William C. Coleman, chairman; B. Tucker White, president; C. Reed Rollins, executive vice president; S. Kere Lewis, assistant vice president and cashier. Capital, \$500,000; surplus and other funds, \$300,000.

January 24, 1974

THE NATIONAL BANK OF CAPE CORAL

Cape Coral, Florida

Opened for business as a member. Officers: D. L. Miller, chairman; Roger B. Taylor, president; R. Hurdis Thomson, II, vice president and cashier; Gary L. Duke, vice president. Capital, \$1,009,000; surplus and other funds, \$1,009,000.

January 24, 1974

FIRST CITIZENS BANK AND TRUST COMPANY OF POPLARVILLE

Poplarville, Mississippi

Opened for business as a member. Officers: Herbert Thigpen, chief executive officer; Ms. Patsy Davis, assistant cashier. Capital, \$300,000; surplus and other funds, \$450,000.

January 24, 1974

PANAMA CITY NATIONAL BANK

Panama City, Florida

Opened for business as a member. Officers: John L. C. Laslie, president; Jim Smallwood, executive vice president and cashier. Capital, \$300,000; surplus and other funds, \$450,000.

January 28, 1974

PROGRESSIVE BANK AND TRUST COMPANY

Houma, Louisiana

Opened for business as a par-remitting nonmember. Officers: Huey P. Morris, president; Robert Allen Hale, assistant vice president; Charles J. Taylor, cashier. Capital, \$500,000; surplus and other funds \$500,000.

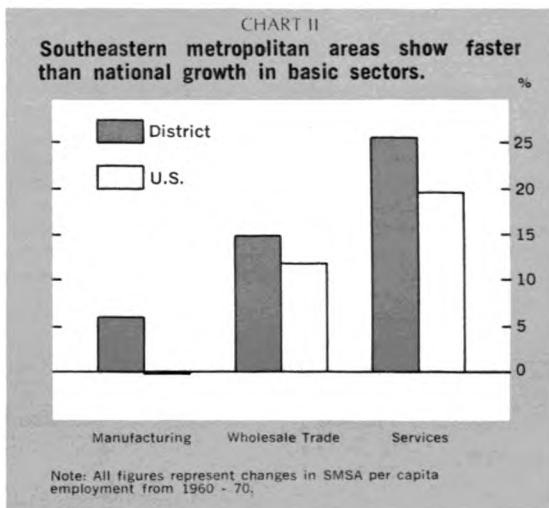
(Cont'd, p. 50)

wholesale trade and services increased rapidly, compensating for the manufacturing decline. Thus, diversification allowed Birmingham to grow despite a decline in its most important sector.

All cities perform some trade and service functions for surrounding areas. Using employment per thousand, we find that southeastern cities support more important wholesales trade sectors than those in the average U. S. urban area. This sector's rate of growth has been faster than in the U. S., indicating the rising importance of some major southeastern cities as regional distribution centers. Atlanta's reputation as such a center is established, but less well known is the importance of wholesale trade and distribution to other major cities such as Jacksonville, Nashville, Miami, and Birmingham. These metropolitan areas combine a thriving wholesale trade sector with a generally higher-than-national growth rate. Centers such as Atlanta and Jacksonville, with the highest wholesale trade employment ratios, compare favorably in this respect with national distribution centers like New York and Chicago. This indicates that these regional centers perform specialized wholesale trade functions for a large, widespread population.

Services are extremely important to several southeastern cities, particularly some in Florida. But despite the region's attraction for tourists, the District's metropolitan population is only slightly more dependent on service jobs than their national counterparts. As with wholesale trade, urbanization led to faster-growing specialized business services than in the nation's cities. Among the ten largest cities in the District, Orlando and Fort Lauderdale-Hollywood ranked one and two in growth of services. However, two areas not normally associated with tourism, Birmingham and Atlanta, ranked third and fourth, respectively. Atlanta has long been recognized as a regional business center, but the trend in specialized services again seems to indicate the emergence of new centers. As the South has become more urbanized, its demand for more specialized services has increased. Such demand can support more specialized local services previously supplied from outside the region.

Generally speaking, Sixth District metropolitan areas do not rely heavily on manufacturing jobs, although these have been expanding significantly faster than in the nation. Of the ten largest cities, only Nashville, Knoxville, and Birmingham had manufacturing sectors matching the U. S. urban



average. Perhaps because it was starting from such a small base, manufacturing grew by 6 percent in the urban South during the sixties. This stands in stark contrast to a fractional manufacturing decline in cities nationwide.

Future Growth

Southeastern cities' growth in the Sixties is a reflection of the region's overall economic development. Growing demands for trade and specialized services, which spurred expansion during the past decade, are still present, creating new jobs and allowing continued growth during the Seventies. In fact, some metropolitan areas such as Jacksonville have developed faster during the early Seventies than the Sixties, proving the continued vigor of the Southeast's urban areas. As we have pointed out, people move to cities where economic opportunity seems greatest, so job and population gains will continue to be closely related. Southern cities expanded during the Sixties because they provided the service and trade functions demanded by the region and nation. They will continue to grow and prosper so long as they meet the changing needs of the regional and national economies. ■

The U. S. Office of Management and Budget, a part of the Executive Office of the President, has defined 268 standard metropolitan statistical areas in the United States and Puerto Rico. As of February 1974, 39 of these were located in the states contained within the Sixth District. Since January 1968, there have been 30 changes in the definitions of SMSA's in these states, reflecting the overall economic growth of southeastern cities highlighted by the accompanying article. These changes are listed in the following table.

CHANGING SMSA'S

The concept of the standard metropolitan statistical area was developed to provide all Federal statistical agencies with the same definitions for use in the study of metropolitan characteristics. Prior to 1949, four different sets of definitions were in use for various Federal statistical series, and it was impossible to relate statistics in different fields of analysis because each series covered a slightly different geographic area. The standard definitions, first issued in 1949 as "standard metropolitan areas," made possible generation of comparable statistics by state and local governments and private statistical agencies in addition to Federal agencies. In 1959, the term was changed to "Standard Metropolitan Statistical Areas" (SMSA's) to describe more accurately the objective for area definitions. The areas are defined and their titles established by the Office of Management and Budget with the advice of the Federal Committee on Standard Metropolitan Statistical Areas, which is composed of representatives of the major statistical agencies of the Federal Government.

The Office of Management and Budget revised its criteria for defining an SMSA in November 1971. Some of the changes listed in the table are the result of these new criteria. Basically, the criteria state that each SMSA must include a central city which has a population of 50,000 or greater or a city with a population of at least 25,000 which, together with the population of contiguous places that have a density of at least 1,000 persons per square mile, constitute a single community with a combined population of at least 50,000. A contiguous county will be included in an SMSA if at least 45 percent of resident workers are in the nonagricultural labor force and at least 30 percent of the employed resident workers have jobs in the central county.

The definition of each SMSA in the states of the Sixth Federal Reserve District as of February 1974 and the boundary changes made since 1968 in each area are given in the accompanying table.

SMSA CHANGES, JANUARY 1968 TO FEBRUARY 1974

ALABAMA		FLORIDA		GEORGIA		LOUISIANA		MISSISSIPPI		TENNESSEE	
Anniston (New area, Nov. 1973)	Calhoun County	Huntsville	Limestone and Madison Counties—Marshall County (added June 1973)	Macon	Bibb and Houston Counties—Jones and Twiggs Counties (added June 1973)	Savannah	Chatham County—Bryan and Effingham Counties (added June 1973)				
Birmingham	Jefferson, Shelby, and Walker Counties—St. Clair County (added June 1973)	Mobile	Baldwin and Mobile Counties								
Florence (New area, Nov. 1971)	Lauderdale and Colbert Counties	Montgomery	Elmore and Montgomery Counties—Autauga County (added June 1973)	Alexandria (New area, Nov. 1971)	Rapides Parish—Grant Parish (added June 1973)	Lake Charles	Calcasieu Parish				
Gadsden	Etowah County	Tuscaloosa	Tuscaloosa County	Baton Rouge	East Baton Rouge Parish—Ascension, Livingston, and West Baton Rouge Parishes (added June 1973)	New Orleans	Jefferson, Orleans, St. Bernard, and St. Tammany Parishes				
Bartow-Lakeland-Winter Haven (New area, Nov. 1971)	Polk County	Miami	Dade County	Lafayette	Lafayette Parish	Monroe*	Ouachita Parish				
Daytona Beach (New area, Nov. 1971)	Volusia County	Orlando	Orange and Seminole Counties—Osceola County (added June 1973)			Shreveport*	Bossier and Caddo Parishes—Webster Parish (added June 1973)				
Fort Lauderdale-Hollywood	Broward County	Pensacola	Escambia and Santa Rosa Counties	Biloxi-Gulfport	Harrison County—Hancock and Stone Counties (added June 1973)	Jackson	Hinds and Rankin Counties				
Fort Myers (New area, Nov. 1971)	Lee County	Sarasota	Sarasota County								
Gainesville (New area, Feb. 1971)	Alachua County	Sarasota (New area, Nov. 1971)	Leon County—Wakulla County (added June 1973)	Chattanooga, Tennessee - Georgia	'Hamilton County, Tenn., and Walker County, Ga.—Marion and Sequatchie Counties, Tennessee, and Catoosa and Dade Counties, Georgia (added June 1973)		Sullivan and Hawkins Counties, Tennessee, and Scott and Washington Counties and Bristol City, Virginia				
Jacksonville	Duval County—Baker, Clay, Nassau, and St. Johns Counties (added June 1973)	Tallahassee	Hillsborough and Pinellas Counties—Pasco County (added June 1973)	Knoxville	Anderson, Blount, and Knox Counties—Union County (added June 1973)		Davidson, Sumner, and Wilson Counties—Cheatham, Dickson, Robertson, Rutherford, and Williamson Counties (added June 1973)				
Melbourne-Titusville-Cocoa (New area, Nov. 1971)	Brevard County	Tampa-St. Petersburg	Palm Beach County				Memphis, Tennessee - Arkansas*				
		West Palm Beach-Boca Raton									
Albany	Dougherty County—Lee County (added June 1973)		Carolina—Columbia County, Georgia (added June 1973)								
Atlanta	Clayton, Cobb, DeKalb, Fulton, and Gwinnett Counties—Butts, Cherokee, Douglas, Fayette, Forsyth, Henry, Newton, Paulding, Rockdale, and Walton Counties (added June 1973)	Columbus, Georgia - Alabama	Chattahoochee County, Georgia, and Russell County, Alabama (Muscogee County, Georgia, deleted Feb. 1974); consolidated government of Columbus, Georgia (added February 1974)								
Augusta, Georgia - South Carolina	Richmond County, Georgia, and Aiken County, South Carolina										

*Not in Sixth District

Bank Announcements *(Cont'd.)*

February 1, 1974

ISLAMORADA BANK

Islamorada, Florida

Opened for business as a par-remitting nonmember. Officers: William Kenneth Meeks, senior president; Mrs. Lourdes Otis, vice president and cashier. Capital, \$300,000; surplus and other funds, \$450,000.

February 7, 1974

FIRST STATE BANK

Maynardville, Tennessee

Opened for business as a par-remitting nonmember. Officers: Ralph H. Monroe, president; Edward L. Sharp, cashier. Capital, \$320,000; surplus and other funds, \$280,000.

February 12, 1974

PALMER BANK OF BRADENTON, N. A.

Bradenton, Florida

Opened for business as a member. Officers: Lu Vestal, chairman and president; Warren G. Simonds, executive vice president; Jerry D. Victor, vice president. Capital, \$500,000; surplus and other funds, \$500,000.

February 13, 1974

MERRITT SQUARE BANK

Merritt Island, Florida

Opened for business as a par-remitting nonmember.

February 18, 1974

FIDELITY NATIONAL BANK

Decatur, Georgia

Opened for business as a member. Officers: Clarke E. Harrison, chairman; W. Warren Woolsey, president; Alfred E. Sheppard, vice president; Carl A. Carlson, Jr., cashier. Capital, \$1,250,000; surplus and other funds, \$1,250,000.

February 20, 1974

AMERICAN GUARANTY OF TALLAHASSEE

Tallahassee, Florida

Opened for business as a par-remitting nonmember. Officers: A. Bruce Gillander, president; B. E. McDaniel, executive vice president; F. C. Nixon, vice president and cashier. Capital, \$750,000; surplus and other funds, \$500,250.

February 22, 1974

FIRST NATIONAL BANK OF THOMASVILLE— THOMAS COUNTY

Thomasville, Georgia

Opened for business as a member. Officers: King S. Cone, chairman; Harry N. Park, president; Juanita Carney, cashier and secretary; L. Ken Beck, commercial and security officer. Capital, \$650,000; surplus and other funds, \$650,000.

February 26, 1974

COUNTRYSIDE COMMUNITY BANK

Dunedin, Florida

Opened for business as a par-remitting nonmember. Officers: Richard C. Johnson, chairman and president; Charles H. Block, vice chairman; Howard A. Mayo, executive vice president; George S. Posch, cashier. Capital, \$500,000; surplus and other funds, \$500,000.

March 1, 1974

EASTERN SHORE NATIONAL BANK

Daphne, Alabama

Opened for business as a member. Officers: William E. Bush, president and chief executive officer; C. R. Weinacker, vice president and cashier; Mrs. Helen B. Baroco, administrative assistant. Capital, \$400,000; surplus and other funds, \$600,000.

March 1, 1974

THE EXCHANGE NATIONAL BANK OF LARGO

Largo, Florida

Opened for business as a member. Officers: H. E. Long, chairman and president; J. M. Wisner, vice president; Judith K. Sovich, cashier. Capital, \$500,000; surplus and other funds, \$500,000.

March 1, 1974

MARINE STATE BANK

Tallahassee, Florida

Opened for business as a par-remitting nonmember. Officers: George S. Taff, president; Harold D. Stone, executive vice president; Randall E. Lanier, assistant vice president and cashier. Capital, \$300,000; surplus and other funds, \$450,000.

March 5, 1974

THE AMERICAS BANK

Miami, Florida

Opened for business as a par-remitting nonmember. Officers: D. Robert Lewis, president; Jose E. Alonso, senior vice president and controller; Onelio Cejas, cashier. Capital, \$600,000; surplus and other funds, \$600,000.

March 7, 1974

COMMERCE UNION BANK

Chattanooga, Tennessee

Opened for business as a member. Officers: Von D. Oehmig, chairman; Dan W. Hopkins, president and chief executive officer; Robert E. Garrett, vice president; Gary G. Meyer, vice president; L. Steve Weddle, assistant vice president. Capital, \$2,000,000; surplus and other funds, \$3,000,000.

Bank Announcements *(Cont'd.)*

March 11, 1974

CITIZENS NATIONAL BANK OF LIMESTONE COUNTY

Athens, Alabama

Opened for business as a member. Officers: W. R. House, chairman; Steve Meagher, president; Jerry West, cashier. Capital, \$240,000; surplus and other funds, \$360,000.

March 12, 1974

COBB BANK AND TRUST COMPANY

Smyrna, Georgia

Opened for business as a par-remitting nonmember.

March 14, 1974

FIRST NATIONAL BANK OF SUNRISE

Sunrise, Florida

Opened for business as a member. Officers: George W. English, chairman; John R. Morris, president; William M. Adams, cashier; Mrs. Geri Rehard, assistant cashier. Capital, \$500,000; surplus and other funds, \$500,000.

March 18, 1974

LIBERTY BANK OF BRENTWOOD

Brentwood, Tennessee

Opened as a par-remitting nonmember. Officers: Richard E. Rudesill, chairman and president; Fred Elledge, Jr., vice chairman; William B. Bradley, secretary of the board; Thomas B. Smith, executive vice president; Miss Mary Sneed Jones, vice president; David M. Resha, cashier. Capital, \$400,000; surplus and other funds, \$600,000.

March 20, 1974

SOUTHERN NATIONAL BANK OF BROWARD COUNTY

Pompano Beach, Florida

Opened for business as a member. Officers: Harry C. Fischer, chairman; Benjamin G. Johnson, president; W. A. Fisher, vice president; Mrs. Jean P. Sempey, cashier. Capital, \$1,000,000; surplus and other funds, \$500,000.

March 21, 1974

PALMER BANK OF FORT MYERS, N. A.

Fort Myers, Florida

Opened for business as a member. Officers: Lucian L. Vestal, chairman; Patrick T. Hickey, president; Jeneve L. Adams, assistant vice president and cashier; H. Kent Little, assistant vice president. Capital, \$1,000,000; surplus and other funds, \$500,000.

March 26, 1974

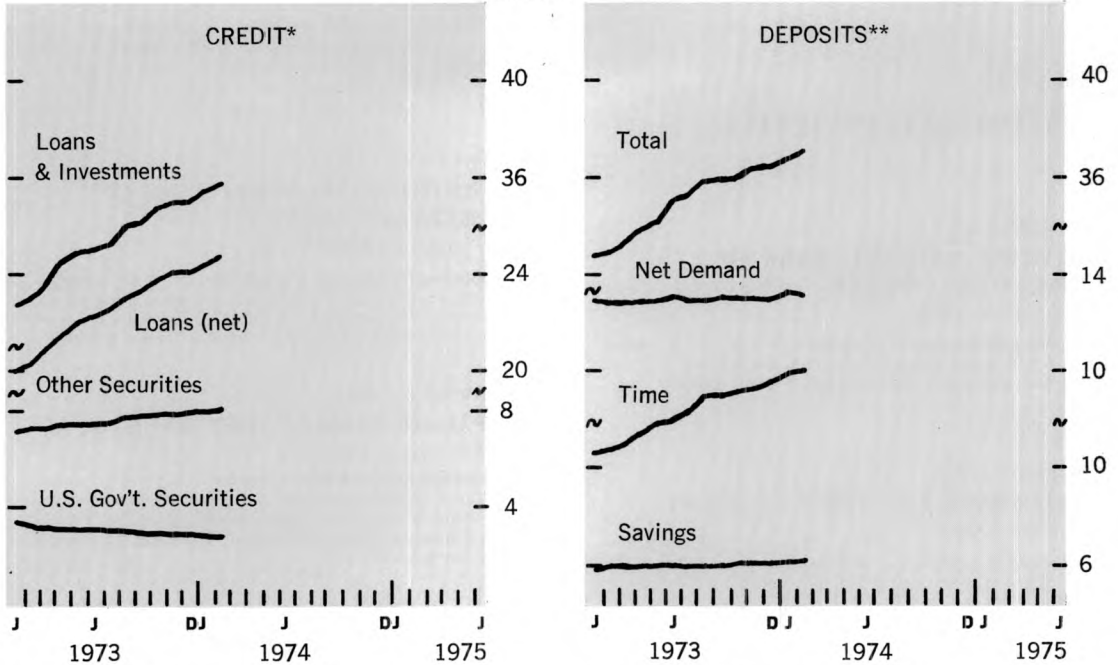
COMBANK/LONGWOOD

Longwood, Florida

Opened for business as a par-remitting nonmember. Officers: E. G. Banks, chairman; J. P. Toole, president; Robert W. Farrell, vice president and cashier; M. Douglas Isbell, assistant vice president; Kenneth W. Powers, assistant cashier. Capital, \$500,000; surplus and other funds, \$425,000.

BANKING STATISTICS

Billion \$



SIXTH DISTRICT BANKING NOTES

Real Estate Lending Active

MEMBER BANK REAL ESTATE LOANS

December 1973

DISTRICT	Amount (millions \$)	% Change Year Ago	DISTRICT	Amount (millions \$)	% Change Year Ago
	5,536.4	+ 24.7	GEORGIA	1,096.6	+ 26.3
ALABAMA	613.4	+ 8.1	Atlanta	569.9	+ 27.0
Anniston-Gadsden	55.3	+ 31.9	Augusta	51.1	+ 37.2
Birmingham	220.9	- .6	Columbus ¹	56.9	+ 32.9
Dothan	44.6	+ 14.4	Macon	32.2	+ 29.5
Mobile	115.0	+ 36.8	Savannah	386.3	+ 23.7
Montgomery	128.0	- 12.3	South Georgia	26.1	+ 23.2
FLORIDA	2,281.0	+ 28.7	LOUISIANA*	673.0	+ 20.5
Jacksonville	198.8	+ 21.5	Alexandria-Lake Charles	49.6	+ 26.5
Miami	1,117.7	+ 34.9	Baton Rouge	122.8	+ 21.3
Orlando	245.6	+ 26.6	Lafayette-Iberia-Houma	56.3	+ 28.2
Pensacola	55.2	+ 29.7	New Orleans	451.1	+ 19.3
Tampa-St. Petersburg	663.7	+ 22.1	TENNESSEE*	578.5	+ 33.0
MISSISSIPPI*	293.9	+ 24.3	Chattanooga	169.5	+ 58.3
Jackson	212.2	+ 25.5	Knoxville	117.0	+ 37.1
Hattiesburg-Laurel-Meridian ¹	39.6	+ 13.0	Nashville	299.6	+ 28.4
Natchez	20.9	+ 26.0	Tri-Cities ¹	30.4	- 16.4

¹Changes partly reflect structural changes.

Note: Call Report data are for trade and banking areas which include several counties surrounding central cities. Boundaries of some areas do not coincide with state lines.

*Represents that portion of the state in the Sixth District.

Real estate loans at District member banks registered strong increases during the past year, as did all types of bank lending. Real estate loans, though, shot up 25 percent during 1973, an even sharper increase than the vigorous 18-percent growth in business loans, the type of lending traditionally most closely associated with commercial banks.

Real estate loans are those secured by mortgages on real property, and they are classified according to type of collateral property. About 45 percent of District member bank real estate loans are secured by one-to-four family residential properties, and another 45 percent by nonfarm, non-residential properties. Mortgages on multifamily and farm properties account for only small proportions of total real estate loans.

A close look at the December 31, 1973, Call Report reveals that for the District as a whole, the increase in real estate loans was broadly based among all types of properties. Although there had been significant growth in banks' real estate loan portfolios, the composition at the close of 1973 differed little from the previous year's mix. Mortgages on nonfarm, nonresidential and one-to-four family residential properties still predominated. Last year's growth in real estate lending, moreover, was not surprising, as construction contracts in the District during 1973 surpassed even the previous year's high volume by 15 percent.

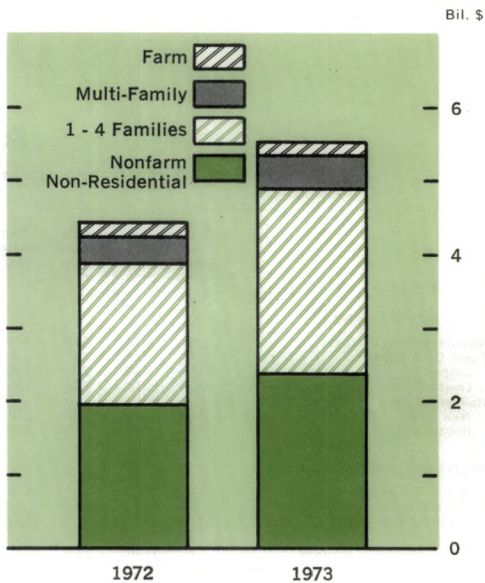
Commercial banks are looked to as a principal source of construction funds. Previous surveys have indicated that about 19 percent of this District's member bank real estate loans are used for construction purposes. The rest of their real estate funds provide permanent financing for homes and buildings; or they may support other business or personal uses. Also, banks often advance contractors funds which are not secured directly by mortgages on projects under construction. These construction loans are classified as business loans. Real estate loan figures thus do not include this type of bank construction lending.

The accompanying table shows that sixteen trade and banking areas had real estate loan growth in 1973 in excess of the District average. Anniston-Gadsden, Mobile, Miami, Augusta, Columbus, Chattanooga, and Knoxville all posted gains in excess of 30 percent.

Propelling these areas above the District average were nonfarm, nonresidential property loans with a 25-percent increase and one-to-four family dwelling loans which provided a spectacular 45-percent increase. Individual trade and banking areas reported increases as high as 129 percent in the one-to-four family residential category.

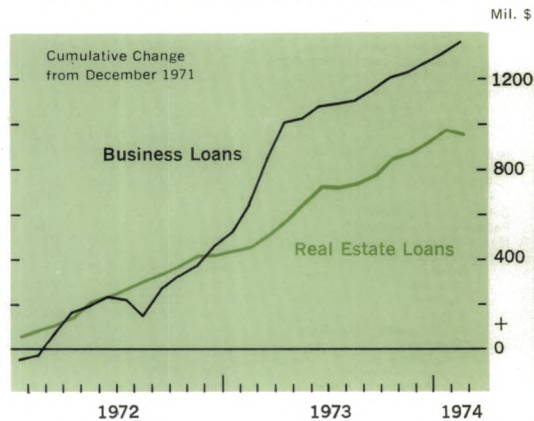
Thus, contrasting with the broad District picture, real estate loans in the portfolios of above-average growth areas showed widely divergent rates of increase. Real estate loans secured by farm properties

Type of Real Estate Loans



Note: Data shown are for District member banks and are based on December 31 Call Report data.

Selected Loan Growth at 32 Large Banks



and multifamily residential structures, however, remained generally sluggish, with respective annual growth rates of 12 and 16 percent.

The exceptional increase in one-to-four family residential loans in the sixteen trade and banking areas with above-average growth totaled \$477 million. This amount represents about 43 percent of the entire District's increase in real estate loans during 1973, a very active period for bank real estate lending.

Charles D. Salley

Sixth District Statistics

Seasonally Adjusted
(All data are indexes, unless indicated otherwise.)

	Latest Month	One Month Ago	Two Months Ago	One Year Ago		Latest Month	One Month Ago	Two Months Ago	One Year Ago		
SIXTH DISTRICT					Unemployment Rate (Percent of Work Force)						
INCOME AND SPENDING					Avg. Weekly Hrs. in Mfg. (Hrs.)						
Manufacturing Payrolls	Jan. 173	172	170	152	Feb.	N.A.	N.A.	N.A.	N.A.		
Farm Cash Receipts	Jan. 228	190	185	168	FINANCE AND BANKING						
Crops	Jan. 252	217	216	189	Member Bank Loans	Feb. 245	242	235	200		
Livestock	Jan. 218	190	185	166	Member Bank Deposits	Feb. 201	195	194	180		
Installment Credit at Banks** (Mil. \$)					Bank Debits**	Feb. 238	231	230	194		
New Loans	Feb. 689	722r	664	716	FLORIDA						
Repayments	Feb. 667	675r	612	587	INCOME						
EMPLOYMENT AND PRODUCTION					Manufacturing Payrolls						
Nonfarm Employment	Feb. 132.8	132.8	132.0	127.7	Feb.	179	180	179	158		
Manufacturing	Feb. 119.1	119.7	119.9	116.8	Farm Cash Receipts	Jan.	163	160	182		
Nondurable Goods	Feb. 116.1	116.6	116.6	114.4	EMPLOYMENT						
Food	Feb. 106.7	106.8	104.9	104.0	Nonfarm Employment	Feb.	151.4	150.6	151.2	144.3	
Textiles	Feb. 112.7	113.6	113.9	112.5	Manufacturing	Feb.	128.1	128.6	129.7	123.2	
Apparel	Feb. 115.2	116.7	117.3	114.9	Nonmanufacturing	Feb.	155.9	154.8	155.4	148.4	
Paper	Feb. 112.7	112.9	112.8	112.4	Construction	Feb.	214.7	212.2	214.0	195.4	
Printing and Publishing	Feb. 129.4	130.0	130.4	125.7	Farm Employment	Feb.	91.9	94.9	94.8	93.3	
Chemicals	Feb. 107.7	108.5	109.1	105.4	Unemployment Rate		N.A.	N.A.	N.A.	N.A.	
Durable Goods	Feb. 122.8	123.5	124.1	119.8	(Percent of Work Force)		N.A.	N.A.	N.A.	N.A.	
Lbr., Wood Prods., Furn. & Fix.	Feb. 112.4	113.6	112.5	111.6	Avg. Weekly Hrs. in Mfg. (Hrs.)	Feb.	40.9	40.9	40.8	41.9	
Stone, Clay, and Glass	Feb. 132.9	133.7	132.0	126.3	FINANCE AND BANKING						
Primary Metals	Feb. 114.9	113.5	114.0	111.9	Member Bank Loans	Feb.	303	296	290	248	
Fabricated Metals	Feb. 134.0	133.5	133.5	126.3	Member Bank Deposits	Feb.	240	237	228	213	
Machinery	Feb. 157.2	159.0	160.2	146.1	Bank Debits**	Feb.	312	284r	288	247	
Transportation Equipment	Feb. 110.7	111.0	114.5	114.1	GEORGIA						
Nonmanufacturing	Feb. 137.6	137.2	136.3	131.6	INCOME						
Construction	Feb. 156.2	156.1	153.6	143.4	Manufacturing Payrolls	Feb.	164	165	165	153	
Transportation	Feb. 127.3	126.3	126.2	122.2	Farm Cash Receipts	Jan.	256	246	194	171	
Trade	Feb. 137.8	134.0	136.0	133.6	EMPLOYMENT						
Fin., ins., and real est.	Feb. 147.7	146.9	147.3	140.1	Nonfarm Employment	Feb.	130.5	130.9	129.7	126.4	
Services	Feb. 148.0	147.7	148.6	140.9	Manufacturing	Feb.	112.9	113.6	114.2	112.1	
Federal Government	Feb. 103.8	103.5	102.5	101.2	Nonmanufacturing	Feb.	138.7	138.8	136.8	133.0	
State and Local Government	Feb. 134.6	134.0	133.5	129.3	Construction	Feb.	152.1	153.0	152.1	144.4	
Farm Employment	Feb. 88.1	90.7	87.9	92.3	Farm Employment	Feb.	101.9	96.4	91.1	94.7	
Unemployment Rate					Unemployment Rate		N.A.	N.A.	N.A.	N.A.	
(Percent of Work Force)	N.A.	N.A.	N.A.	N.A.	(Percent of Work Force)		N.A.	N.A.	N.A.	N.A.	
Insured Unemployment					Avg. Weekly Hrs. in Mfg. (Hrs.)	Feb.	40.8	41.0	40.9	40.2	
(Percent of Cov. Emp.)	Feb. 2.1	1.9	1.8	1.8	FINANCE AND BANKING						
Avg. Weekly Hrs. in Mfg. (Hrs.)	Jan. 41.1	40.9	41.6	39.6	Member Bank Loans	Feb.	265	271	251	210	
Construction Contracts*	Feb. 224	208	255	250	Member Bank Deposits	Feb.	182	181	179	170	
Residential	Feb. 261	210	258	294	Bank Debits**	Feb.	302	319r	275r	226	
All other	Feb. 187	205	252	207	LOUISIANA						
Cotton Consumption**					INCOME						
Petroleum Production**	Mar. 103	100	108	116	Manufacturing Payrolls	Feb.	158	158	149	143	
Manufacturing Production	Nov. 306.1	307.4	304.2	281.7	Farm Cash Receipts	Jan.	203	185	204	151	
Nondurable Goods	Nov. 246.5	244.9	244.4	235.4	EMPLOYMENT						
Food	Nov. 150.6	168.7	188.6	184.2	Nonfarm Employment	Feb.	118.7	119.5	116.5	115.9	
Textiles	Nov. 300.6	298.0	297.8	277.8	Manufacturing	Feb.	107.9	108.2	105.8	105.9	
Apparel	Nov. 290.5	289.4	290.0	275.1	Nonmanufacturing	Feb.	121.0	120.6	118.7	117.9	
Paper	Nov. 227.5	224.8	224.9	222.1	Construction	Feb.	97.4	97.7	92.6	94.4	
Printing and Publishing	Nov. 156.3	155.4	156.4	159.3	Farm Employment	Feb.	64.0	78.2	81.9	87.1	
Chemicals	Nov. 323.8	319.6	315.4	304.3	Unemployment Rate		N.A.	N.A.	N.A.	N.A.	
Durable Goods	Nov. 377.4	382.1	375.1	337.2	(Percent of Work Force)		N.A.	N.A.	N.A.	N.A.	
Lumber and Wood	Nov. 202.6	201.9	201.8	197.8	Avg. Weekly Hrs. in Mfg. (Hrs.)	Feb.	40.8	41.0	41.0	42.1	
Furniture and Fixtures	Nov. 188.3	190.7	191.4	188.4	FINANCE AND BANKING						
Stone, Clay, and Glass	Nov. 209.9	211.5	206.9	190.3	Member Bank Loans*	Feb.	244	237	231	191	
Primary Metals	Nov. 273.3	271.4	257.8	218.5	Member Bank Deposits*	Feb.	186	184	176	167	
Fabricated Metals	Nov. 301.7	298.2	293.4	282.3	Bank Debits/**	Feb.	205	197	196	175	
Nonelectrical Machinery	Nov. 484.4	502.2	498.5	433.0	MISSISSIPPI						
Electrical Machinery	Nov. 928.8	917.9	920.0	763.8	INCOME						
Transportation Equipment	Nov. 448.2	471.8	456.7	434.8	Manufacturing Payrolls	Feb.	187	191	192	182	
FINANCE AND BANKING					Farm Cash Receipts	Jan.	350	246	174	260	
Loans*					EMPLOYMENT						
All Member Banks	Feb. 269	266	257	217	Nonfarm Employment	Feb.	129.9	130.5	130.4	125.6	
Large Banks	Feb. 253.8	254.0	242.8	203.0	Manufacturing	Feb.	131.5	131.8	132.0	130.4	
Deposits*					Nonmanufacturing	Feb.	129.2	129.8	129.6	123.5	
All Member Banks	Feb. 209	206	200	187	Construction	Feb.	144.7	146.6	136.9	141.4	
Large Banks	Feb. 179.5	178.7	176.7	162.9	Farm Employment	Feb.	76.4	83.3	79.5	88.4	
Bank Debits/**	Feb. 270	263r	250	214	ALABAMA						
ALABAMA					INCOME						
INCOME					Manufacturing Payrolls	Feb.	176	175	173	160	
Manufacturing Payrolls	Feb.	176	175	173	160	Farm Cash Receipts	Jan.	284	197	225	195
Farm Cash Receipts	Jan.	284	197	225	195	EMPLOYMENT					
EMPLOYMENT					Nonfarm Employment	Feb.	121.2	120.9	120.4	117.1	
Nonfarm Employment	Feb.	121.2	120.9	120.4	117.1	Manufacturing	Feb.	118.0	117.8	117.7	114.6
Manufacturing	Feb.	118.0	117.8	117.7	114.6	Nonmanufacturing	Feb.	122.6	122.4	121.6	118.2
Nonmanufacturing	Feb.	122.6	122.4	121.6	118.2	Construction	Feb.	131.0	131.4	132.3	119.1
Construction	Feb.	131.0	131.4	132.3	119.1	Farm Employment	Feb.	89.2	86.7	82.0	80.6
Farm Employment	Feb.	89.2	86.7	82.0	80.6	MISSISSIPPI					

	Latest Month	One Month Ago	Two Months Ago	One Year Ago
Unemployment Rate (Percent of Work Force) Avg. Weekly Hrs. in Mfg. (Hrs.)	Feb. 39.6	N.A. 40.2	N.A. 40.4	N.A. 40.9

FINANCE AND BANKING

Member Bank Loans*	Feb. 266	265	261	214
Member Bank Deposits*	Feb. 219	213	209	182
Bank Debits**	Feb. 226	238	213	199

TENNESSEE

INCOME

Manufacturing Payrolls	Jan. 179	178	177	156
Farm Cash Receipts	Jan. 193	149	202	156

EMPLOYMENT

	Latest Month	One Month Ago	Two Months Ago	One Year Ago
Nonfarm Employment	Feb. 129.6	129.6	128.6	123.6
Manufacturing	Feb. 119.8	120.9	121.5	117.7
Nonmanufacturing	Feb. 135.1	134.4	132.6	126.8
Construction	Feb. 149.8	151.0	142.3	124.9
Farm Employment	Feb. 92.3	93.1	90.1	97.5
Unemployment Rate (Percent of Work Force) Avg. Weekly Hrs. in Mfg. (Hrs.)	Jan. 41.2	N.A. 41.1	N.A. 40.8	N.A. 39.5

FINANCE AND BANKING

Member Bank Loans*	Feb. 257	250	245	210
Member Bank Deposits*	Feb. 201	198	192	181
Bank Debits**	Feb. 240	234r	223	180

*For Sixth District area only; other totals for entire six states

**Daily average basis

†Preliminary data

r-Revised

N.A. Not available

Note: Indexes for bank debits, construction contracts, cotton consumption, employment, farm cash receipts, loans, petroleum production, and payrolls: 1967 = 100. All other indexes: 1957-59 = 100.

Sources: Manufacturing production estimated by this Bank; nonfarm, mfg. and nonmfg. emp., mfg. payrolls and hours, and unemp., U.S. Dept. of Labor and cooperating state agencies; cotton consumption, U.S. Bureau of Census; construction contracts, F. W. Dodge Div., McGraw-Hill Information Systems Co.; petrol. prod., U.S. Bureau of Mines; farm cash receipts and farm emp., U.S.D.A. Other indexes based on data collected by this Bank. All indexes calculated by this Bank.

Data benchmarked to June 1971 Report of Condition. All employment data have been adjusted to new benchmarks.

Debits to Demand Deposit Accounts

Insured Commercial Banks in the Sixth District (In Thousands of Dollars)

	Percent Change						Percent Change					
	February 1974		January 1974		February 1973		January 1974		February 1973		January 1973	
	1974	1974	1973	1974	1973	1973	1974	1973	1973	1973	1973	1973
STANDARD METROPOLITAN STATISTICAL AREAS**												
Birmingham	3,855,064	4,227,100	3,155,114	-9	+22	+22						
Gadsden	92,383	101,757	85,175	-9	+8	+6						
Huntsville	282,936	358,900	256,526	-21	+10	+14						
Mobile	1,027,830	1,163,737	841,136	-12	+22	+18						
Montgomery	599,435	686,336	503,394	-13	+19	+16						
Tuscaloosa	216,486	263,379	164,226	-18	+32	+37						
Bartow-Lakeland-Winter Haven	778,850	897,486	654,076	13	+19	+17						
Daytona Beach	354,803	441,165	303,242	-20	+17	+15						
Ft. Lauderdale-Hollywood	1,915,772	2,298,226	1,664,152	-17	+15	+14						
Ft. Myers	410,351	461,351	332,746	-11	+23	+26						
Gainesville	259,312	290,011	209,325	-12	+22	+25						
Jacksonville	5,067,000	4,705,955	3,175,292	+8	+60	+42						
Melbourne-Titusville-Cocoa	404,402	483,539	334,192	-16	+21	+12						
Miami	7,115,226	7,858,077	5,505,920	-9	+29	+22						
Orlando	1,546,459	1,724,707	1,394,807	-10	+11	+15						
Pensacola	392,701	458,420	380,629	-14	+3	+6						
Sarasota	547,687	642,957	396,209	-15	+38	+32						
Tallahassee	1,134,812	858,159	784,594	+32	+45	+23						
Tampa-St. Pete	3,950,371	4,650,102	3,437,509	-15	+15	+15						
W. Palm Beach	1,214,287	1,460,100	1,034,811	-17	+17	+12						
Albany	179,405	217,175	160,260	-17	+12	+10						
Atlanta	16,621,404	20,135,837	11,792,624	-17	+41	+45						
Augusta	546,666	623,088	409,816	-12	+33	+32						
Columbus	409,826	486,331	338,671	-16	+21	+18						
Macon	648,979	685,477	426,755	-5	+52	+44						
Savannah	508,151	601,496	444,648	-16	+14	+10						
Alexandria	249,358	296,143	224,923	-16	+11	+18						
Baton Rouge	1,288,059	1,435,627	969,663	-10	+33	+26						
Lafayette	263,991	322,233	226,663	-18	+16	+20						
Lake Charles	227,050	286,483	206,399	-21	+10	+16						
New Orleans	4,324,051	4,972,677	3,762,373	-13	+15	-2						
Biloxi-Gulfport	213,559	252,400	195,618	-15	+9	+13						
Jackson	1,411,026	1,647,863	1,184,843	-14	+19	+25						
Chattanooga	1,292,265	1,514,080r	1,021,245	-15	+27	+29						
Knoxville	1,363,017	1,472,202	739,889	-7	+84	+74						
Nashville	3,534,234	3,898,405	2,712,201	-9	+30	+24						
OTHER CENTERS												
Anniston	95,928	111,022	93,769	-14	+2	+3						
Dothan	170,709	202,132	123,636	-16	+38	+37						
Selma	78,064	112,233	66,567	-30	+17	+26						
Bradenton	192,273	221,799	164,703	-13	+17	+13						
Monroe County	123,301	125,855	72,159	-2	+71	+65						
Ocala	191,212	230,621	157,673	-17	+21	+23						
St. Augustine	47,163	57,296	29,069	-18	+62	+63						
St. Petersburg	931,287	1,133,084	866,983	-18	+7	+7						
Tampa	1,845,071	2,163,731	1,576,060	-15	+17	+19						
Athens	143,043	158,273	136,233	-10	+5	+1						
Brunswick	91,096	110,974	81,183	-18	+12	+17						
Dalton	177,815	197,913r	172,886	-10	+3	+8						
Elberton	19,702	24,209	15,701	-19	+25	+19						
Gainesville	139,815	165,094	109,924	-15	+27	+25						
Griffin	68,771	86,727	57,124	-21	+20	+22						
LaGrange	43,378	45,575	33,510	-5	+29	+26						
Newnan	49,616	60,220	45,231	-18	+10	+7						
Rome	127,908	148,757	115,693	-14	+11	+7						
Valdosta	94,923	98,672	79,400	-4	+20	+6						
Abbeville	13,459	20,464	13,255	-34	+2	+10						
Bunkie	9,925	14,229	10,369	-30	+4	+6						
Hammond	82,475	91,207	73,222	-10	+13	+20						
New Iberia	55,359	76,894	49,056	-28	+13	+13						
Plaquemine	19,061	30,257	20,402	-37	+7	+2						
Thibodaux	32,958	48,984	30,375	-33	+9	+11						
Hattiesburg	111,252	133,211	109,472	-16	+2	+9						
Laurel	69,042	83,351	81,562	-17	+15	+0						
Meridian	111,826	128,857	102,458	-13	+9	+8						
Natchez	51,169	55,530	45,337	-8	+13	+7						
Pascagoula												
Moss Point	176,287	149,665	157,074	+18	+12	+3						
Vicksburg	75,576	101,011	64,934	-25	+16	+23						
Yazoo City	42,690	58,249	33,451	-27	+28	+29						
Bristol	103,862	113,365	119,470	-8	-13	-15						
Johnson City	142,654	180,144	136,716	-21	+4	+9						
Kingsport	245,346	293,278	214,185	-16	+15	+18						
District Total	78,052,992	88,531,867r	61,355,397	-12	+27	+24						
Alabama	8,666,450	9,682,466	7,054,754	-10	+23	+21						
Florida	27,515,146	30,182,784r	21,783,810	-9	+26	+21						
Georgia	22,356,190	26,478,507r	16,719,205	-16	+33	+34						
Louisiana	7,601,000	8,742,969	6,454,813	-13	+18	+6						
Mississippi	2,974,665	3,443,762	2,621,373	-14	+13	+18						
Tennessee	8,939,541	10,001,379r	6,721,442	-11	+33	+29						

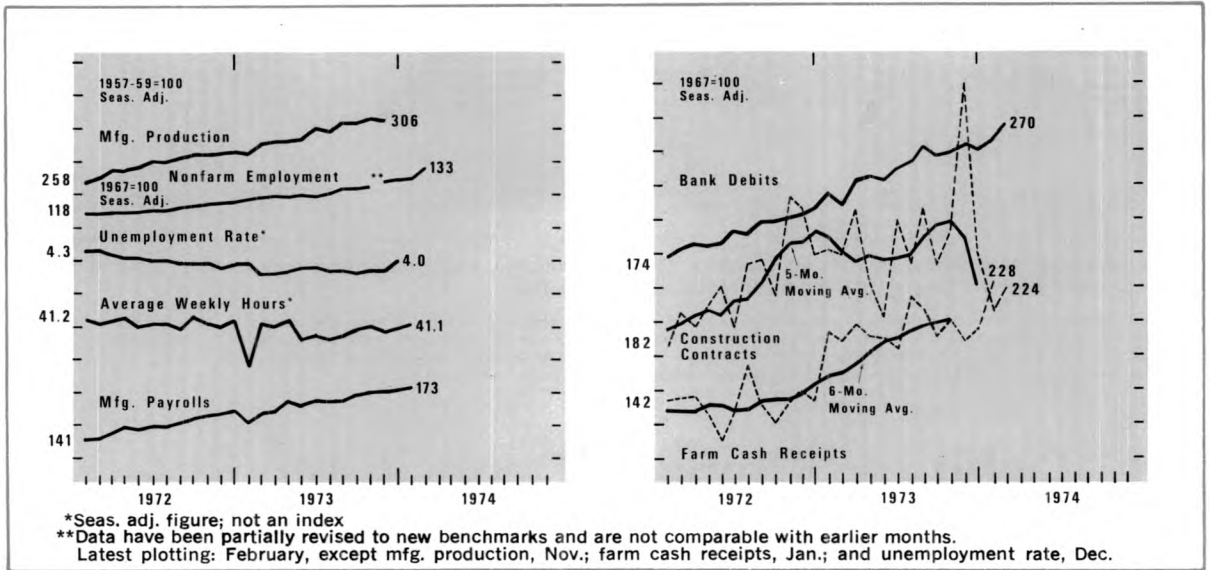
¹ District portion only

r-Revised

Figures for some areas differ slightly from preliminary figures published in "Bank Debits and Deposit Turnover" by Board of Governors of the Federal Reserve System.

**Conforms to SMSA definitions as of December 31, 1972.

District Business Conditions



The Southeastern economy showed some indications of improvement. Loan growth at commercial banks continued in February, and construction activity stabilized. Announcements of plans for expanded farm production were accompanied by falling prices. Consumer spending and borrowing continued sluggish, however. Labor markets remained soft, with little change in nonfarm jobs. Manufacturing employment continued to slip.

Loan growth in February continued the January upturn, although at a moderated pace. Deposit growth, however, fell back from the strong January increase. Borrowing from the Federal Reserve increased, reversing the declining trend of previous months. Total investments rose, as banks continued shifting their holdings from U. S. to state and local securities.

The value of construction contracts leveled off after two months of sharp descent. Nonresidential contract values continued to fall. Although mortgage markets firmed, residential contracts rose sufficiently to offset the drop in the nonresidential sector.

Preliminary data show that prices of both crops and livestock declined in March. Increased livestock marketings have overtaken demand for meats; the downturn in crop prices accompanied the announced plans for substantially expanded crop plantings in 1974. Cotton acreage will be one-fourth higher in District states, and Mississippi farmers plan a one-third increase to reach the largest planted acreage since 1954. Regional increases of 10 percent

or more are also planned for tobacco and rice. Alabama and Georgia farmers plan substantial expansions of nearly all crops, including soybeans, even though national soybean acreage is expected to decline.

Growth in consumer instalment credit slowed further in February. Outstandings in both the auto and nonauto consumer goods categories declined, but home improvement and personal loans grew at a normal pace. Spending indicators continue sluggish, with unit auto sales off sharply from year-ago high levels and department store sales up only slightly after inflation is taken into account.

Labor markets continued to display weakness, particularly in the manufacturing sector. Manufacturing activity slowed again. Both manufacturing jobs and weekly hours worked decreased, while payrolls changed little. Nonfarm employment changed very little in February, while the rate of insured unemployment rose. All District states except Mississippi recorded higher insured unemployment rates. Service and trade employment has apparently stabilized after recording earlier losses related to gasoline shortages.

NOTE: Data on which statements are based have been adjusted whenever possible to eliminate seasonal influences.