



# Monthly Review

F E D E R A L R E S E R V E B A N K O F S T . L O U I S

DECEMBER 1, 1945

## Survey of Current Conditions

Three months after the end of the war, physical reconversion of the nation's industrial plant is almost complete. Retooling work, adjustment of production processes, and general planning for peacetime production are for the most part accomplished, and the nation's factories stand ready to expand rapidly the output of civilian goods.

Despite the speedy physical reconversion of plant, the actual progress in turning out goods has been somewhat disappointing. The Federal Reserve index of industrial production stood at 164 in October (1935-39=100), a further decline from the September level of 171, and there appears little prospect that the November index will show any gain.

The principal difficulties in the way of expanding production at the moment appear to be the short labor supply and work stoppages in certain key industries. Delays in obtaining essential raw materials or vital semi-finished parts have led to curtailment of operations at the later stages of production in a number of important lines. Uncertainties with respect to price-cost relationships have also tended to hold down production schedules in some industries.

Although income has declined since the end of the war, consumer purchasing power remains high and new records are being established in retail sales. Prices of real estate and securities have also continued to advance. With the supply of goods still short and with high current incomes supplemented by the huge backlog of liquid savings,

the threat of inflation is probably more pronounced today than at any time during the war years.

### EMPLOYMENT

The current employment situation in this district is in a state of flux. The number of persons at work is substantially below the wartime peak and the number of unemployed, although less than was expected, is much higher. Total nonagricultural employment in the district is increasing at present, but so is unemployment. Under these conditions the labor market should be fairly easy, but employers are finding difficulty in obtaining workers. A considerable number of jobs are listed at U. S. Employment Service offices for which workers cannot be found. Unemployment compensation claims are increasing but their number is still well below estimated unemployment.

There are several reasons for these seemingly inconsistent conditions. Large numbers of returning service personnel are entering the civilian labor market, and while employment is rising, it is not increasing fast enough to absorb all of them immediately. The district labor market is still tight in terms of particular skills despite the fact that the latest USES report classifies St. Louis, Louisville, Memphis and Little Rock as regions with substantial labor surpluses, and Evansville as an area with considerable unemployment. A recent study showed that the labor market had been inflated during the war by inclusion of many workers who

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# Arkansas Plans For The Future

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In Arkansas a movement is afoot that is being watched with keen interest in sections of the South and in other regions where a low-income agricultural economy should be balanced with higher-income industry. The Arkansas plan to increase industry has evolved as a result of a carefully directed statewide effort on the part of business, agriculture, and government, integrated from community to state. Its aim is industrial development based on the use of Arkansas raw materials, labor, and capital. Use of Arkansas raw materials is expected to have a two-sided effect on income. In the first place, their presence is expected to attract the industries that can utilize them advantageously; secondly, processing them rather than shipping them in basic form will keep in the state the value added by manufacture.

The people of Arkansas are working together to carry out the Arkansas plan. Each community's problems are seen not only as the problems of that community but also as problems of the entire state. Each community's achievements are a source of pride to all Arkansans. The citizens are convinced that the state has a great potential future. They are equally confident that the potentiality can be realized through their cooperative effort.

## ECONOMIC BACKGROUND

Arkansas is mostly Old South, but it is also partly New Southwest. Eastern and Southern Arkansas represent the typical South. The Ouachita and Ozark regions, constituting almost half of the state, have more of the characteristics of Eastern Oklahoma and Southern Missouri.

In 1940, almost two million persons lived in Arkansas, about half in the Old South section and half in the balance of the state. Only two of every ten Arkansans lived in urban communities (towns or cities with 2,500 or more population). Almost 60 per cent of the state's people actually lived on farms, while another 20 per cent lived in rural towns largely dependent for their being upon agriculture. Negroes constituted one-quarter of the total population. Most of them lived in the Delta counties and in Southern Arkansas.

**Employment**—In April, 1940, there were 585,000 persons gainfully employed in Arkansas. More than half of those working, some 300,000, were in agriculture or forestry. About one-sixth were industrial workers, who were divided about equally

between manufacturing and other industrial pursuits such as mining, construction, transportation, and public utilities. About half of the remaining workers were in various service activities and the balance mostly in trade.

Two out of three workers in manufacturing were employed in some phase of woodworking, from basic timber products through paper products. Light industrial activity, such as food processing, apparel, and chemicals, accounted for the balance of manufacturing employment.

Such industry as existed in prewar Arkansas was generally engaged only in the first processing steps to make raw materials into finished goods. It was left to outside industry to carry on the production processes to turn out goods for the ultimate consumer.

**Raw Materials**—Arkansas is rich as a source of raw materials, particularly wood, certain minerals, and agricultural products. Her forest lands cover 22 million acres. Pine and oak predominate with more than half of the timber cut being pine and about one-quarter oak. Arkansas ranks third in the South and seventh in the nation in output of forest products. Coal reserves are estimated to be between 1 and 1.6 billion tons. Oil reserves are fixed at 400 million barrels, and gas reserves at 1,000 billion cubic feet.

Arkansas contains virtually all of the bauxite found in the United States and has the only diamond mines in the nation. It also has sizable deposits of antimony, lead, manganese, mercury, zinc and other metals. Many nonmetallic minerals are also found in the state in quantity; asphalt, clay, gravel, gypsum, limestone, marble, mica and sand are the more important.

In 1944, Arkansas agriculture produced 1.4 million bales of cotton and 560,000 tons of cottonseed. Some 14.5 million bushels of rice, 3.6 million bushels of soybeans and 2.0 million bushels of sweet potatoes were grown in that year, as well as considerable quantities of other field and truck crops, many of which (especially fruits and berries) are suitable for processing. At the beginning of 1945 there were 1.3 million cattle, 1.2 million hogs, and 9.7 million chickens on Arkansas farms.

**Income**—Generally speaking, the level of per capita income in a state varies with its degree of industrialization. For the United States as a whole, about one-third of those gainfully employed in

1940 worked in manufacturing, mining or construction, and only 20 per cent in agriculture, forestry or fishing. Per capita income in the nation in 1940 was \$575. As a region, the South had the reverse of the national pattern with only one-fifth of its workers in industry and about 40 per cent in agriculture. Per capita income in the southern states in 1940 was \$322.

The South has long bitterly complained of its status as an economic colony and supplier of raw materials. If the South as a whole had any basis for its complaints, Arkansas had much more. Per capita income in Arkansas in 1940 was \$252. Only four states in the Union had less industrial employment in relation to total workers, its southern neighbor, Mississippi, and the three Great Plains states of Nebraska, North Dakota and South Dakota. Only Mississippi had a lower per capita income.

Appraisal of Arkansas industry and general income level in the prewar years did not make any Arkansan very happy. For the ten year period, 1930-1939, Arkansas per capita income averaged \$204, or only 42 per cent of the nationwide per capita income of \$491. The only redeeming feature revealed by an income study was that Arkansas per capita income was gaining relative to the country as a whole all through the 1930's. In 1931, per capita income in the state was 34 per cent of the national average. In 1939, it was 46 per cent.

#### ARKANSAS AND THE WAR

The impact of the war on Arkansas intensified the relative income gains that had occurred during the 1930's. In the five years from 1940 through 1944, per capita income in the state rose from \$252 to \$601, a gain of 139 per cent. In the same period, per capita income in the United States barely doubled. As a result, Arkansas per capita income in 1944 was 54 per cent, and for the five year period averaged 50 per cent, of the national figure.

Four factors accounted for the great increase in income in Arkansas during the war years. First and most important was the gain in wages and salaries, a direct result of the wartime industrialization of the state. Income payments from wages and salaries in 1940 totaled \$229 million, or 46 per cent of total income payments. In 1944, wage and salary income amounted to \$514 million, well over double that of 1940, and accounted for 48 per cent of total state income payments.

The interior location of Arkansas plus the presence of a considerable pool of available labor prompted the location of several large war plants in the state early in the defense-war period. Arkan-

sas Ordnance and Maumelle Ordnance were located on the outskirts of Little Rock. Southwest of Little Rock at Hurricane Creek and Jones Mill, large alumina and aluminum plants were built to process Arkansas bauxite. At Pine Bluff, southeast of Little Rock, a chemical warfare arsenal was erected, and at El Dorado in the extreme south-central portion of the state, an ammonia plant, Ozark Ordnance, went into operation. In the fall of 1944, a tremendous rocket assembly plant was begun at Camden in southern Arkansas. Some \$325 million was spent to erect these major war plants. At peak production they employed about 25,000 workers.

In addition to these large specialized war plants, numerous other new plants were established in the state, and many previously operating plants expanded their production and their employment. As a result, manufacturing employment in Arkansas rose to a peak of 85,000 at one time during the war years. Overtime work, upgrading, late shift premium pay, and other factors combined with this increased employment to lift wage and salary income to the level indicated.

A second factor acting to raise income during the war years was the great increase in agricultural production plus the substantial rise in farm prices. In 1940, cash farm income in Arkansas was \$164 million. In 1944, it was \$354 million, or 116 per cent larger. Proprietors' and property income in Arkansas mostly reflects income from agriculture. In 1940, income from these sources was \$220 million and in 1944 was \$420 million.

Despite the huge gains shown by farm income, however, the relative share of total income payments attributable to this source declined during the war years. In 1940, about 45 per cent of total income payments consisted of proprietors' and property income, or about the same as was accounted for by wage and salary payments. In 1944, the relative share of proprietors' and property income was 40 per cent.

On a per capita basis, however, the gain in agricultural income was very significant. The number of persons employed in agriculture in Arkansas in 1945 was about a third less than before the war. Consequently a doubling of income to be shared among two-thirds of the number employed in the prewar period raised per capita income on the farm to about three times its prewar level.

The third factor tending to increase per capita income payments in Arkansas in the past few years was the gain in other income. This income component includes payments from pensions, relief payments and the like, and during the war years in-

cluded net pay of the armed forces, family-allowance payments, voluntary allotment of pay to individuals, and mustering-out pay. In 1940, miscellaneous income payments in Arkansas amounted to \$44 million, or 9 per cent of total income payments. In 1944, they were \$134 million, or 12 per cent of the total. The greatest rise in this component occurred in 1943 and 1944 when payments to dependents increased sharply.

The fourth factor which caused per capita income in Arkansas to expand in the war years was a decline in population of about 200,000. While the excess of births over deaths in the state in the past five years was about 150,000, this was completely offset by withdrawal of some 150,000 men for military service. In addition to this, about 90,000 Arkansans left the state to seek work elsewhere, and many of them took their families with them.

The population loss was confined mostly to rural areas. By and large, the towns and cities which had war industry or industry supporting the war effort increased their populations substantially despite withdrawals for the armed forces.

This fact leads obviously to two conclusions. First, the increased employment in industry raised income directly by increasing payrolls. Second, it indirectly raised per capita income on the farm by reducing the agricultural labor force. Under the stimulus of higher prices, agricultural production increased despite fewer farm workers. In these conclusions seems to lie the solution to the problem of increasing income in Arkansas—more people in industry and less in agriculture, but with continuation of high agricultural production and reasonable farm prices.

#### PLANNING FOR THE FUTURE— THE ORGANIZATION

Arkansas was quick to recognize that the industrialization brought about by the war created a favorable situation for the development of industry after war ended. It was apparent that for the first time in its history, Arkansas in the postwar era would have a surplus of factory-trained labor to man new peacetime plants. The record of Arkansas labor in the war plants was an enviable one and demonstrated that the people of the state were qualified to learn and learn quickly the discipline and methods of factory work.

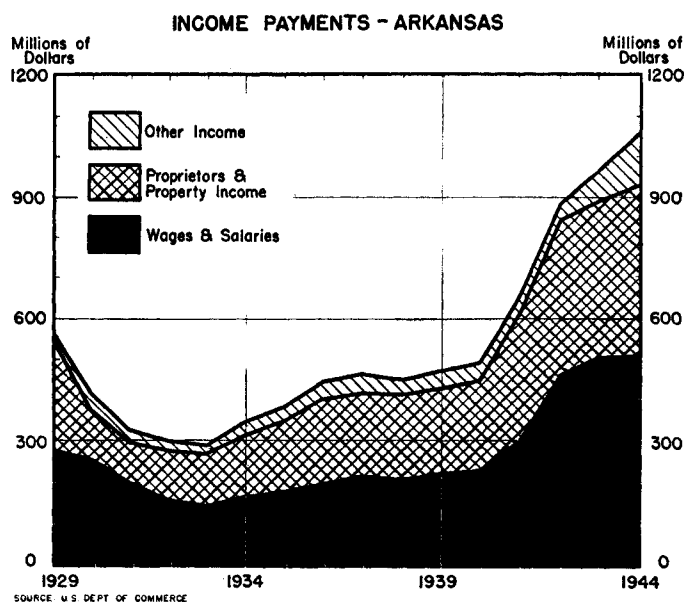
In March, 1943, a few of the business leaders of Arkansas met informally in Little Rock to discuss methods for taking advantage of the favorable opportunity to industrialize the state. Out of this meeting grew the Arkansas Economic Council,

which, in conjunction with the Resources and Development Commission, a state agency, and the Bureau of Research of the University of Arkansas, has spearheaded the movement to promote more rapid industrialization of the state.

**Arkansas Economic Council**—Organized as a “body of citizens dedicated to the task of converting the resources and energies of Arkansas, now completely devoted to winning the war, to peacetime pursuits,” the Arkansas Economic Council drew its greatest strength from the fact that it was a statewide movement. Every county in the state was represented by one or more Council members, who were leaders in commerce, industry, agriculture, labor and the professions. The Council stressed cooperation with all other agencies which were working for a better Arkansas.

The Council was organized into 17 primary committees whose work was coordinated by an executive committee composed of the primary committee chairmen. Among the 17 committees were those on agriculture, city planning, education, finance, flood control and conservation, forestry and wood products, housing, industry, minerals, public health, public works, oil and gas, recreation, rural development, reconversion, research and transportation.

The Council began a grass-roots and crossroads program of organization throughout the state. In every county it hammered home the message that local organizations were needed to plan for community welfare, and that benefit from the growth of an individual community would be reflected throughout Arkansas. Through these actions, 70 of Arkansas’ 75 counties organized county councils.



**Resources and Development Commission**—The program of the Economic Council was well under way when the state government, early in 1945, moved to streamline the efforts of the several state bureaus concerned with economic development. Eight separate bureaus were combined into the Resources and Development Commission.

For the first time, the bureaus of agriculture and industry, planning, state information, geology, flood control and conservation, and forestry and parks had consistent over-all direction. The Commission's functions were to formulate plans for orderly re-employment, study state institutions, cooperate in planning state public works, publicize information concerning industrial opportunities, promote river navigation and hydro-electric power, stimulate travel in Arkansas, cooperate with existing civic organizations and, in general, bring labor, industry and agriculture into the closest and fullest accord possible for the development of Arkansas resources and the furtherance of its industry.

The new Commission conceived its major function to be coincident with that of the Economic Council—to industrialize the state and increase Arkansas income. As a result, it has cooperated fully with the Council's program and thus the full weight of the state government has been added to the effectiveness of the Council.

**Bureau of Research**—The Council and Commission, working jointly, constituted the action section of the movement to increase Arkansas income by industrializing the state. These organizations could and did call for community planning, and offered the cities and towns of the state every facility at their disposal. Planning, however, they found needed technical direction.

The Council alone had made some progress toward solving this particular problem. It had recognized early that it might use research as a basis for its planning, and had brought educators and state and national agency heads into its organization. Late in September, 1943, a conference on research for industrial development met in Little Rock. The conference recommended a program of research to determine Arkansas's advantages and disadvantages for particular industries. Surveys were specifically suggested for cotton textiles, grain dehydration, secondary manufacture of wood products, further processing of farm commodities, and handicraft work. Trade area surveys were also planned and projected.

Early in 1945 and almost coincident with the establishment of the Resources and Development

Commission, the state government moved to enlarge the Bureau of Research of the University of Arkansas by making substantial funds available to it. For the two year period beginning July, 1945, the Legislature appropriated \$200,000 for the Bureau of Research, and presumably this appropriation will be continued in subsequent bienniums. In addition to this state appropriation, the Bureau has received some \$35,000 a year from other sources.

The Bureau's function is to provide the research talent and facilities for the Arkansas program. Its projects involve laboratory work, field studies, marketing studies and the like. It is still in process of enlargement, and its projected work is much more ambitious than its present staff can carry. Sections have already been set up for research in processing of agricultural products, forest products and mineral products. In addition there are units devoted to chemical engineering, agricultural statistics, and over-all economic analysis.

#### THE THEME AND THE PLAN

The Arkansas plan depends basically upon the coordination of government, business and research from the community to the state level. It aims at the establishment of a favorable climate for industry expansion supplemented by integrated statewide community planning. It calls for full utilization of Arkansas raw materials, which involves careful research on resources and markets.

In seeking new industry, the Arkansas plan calls for location of industry by reason of economic factors. It recognizes that such industry is more sound and is more likely to be retained as a continuous income source. Arkansas thus is trying to apply the old economic law of comparative advantage in her movement toward industrialization. If a region or country by reason of special factors of labor, land, and materials offers advantages to a particular industry, that industry can be located there more advantageously than elsewhere.

While the Arkansas plan calls for industry that will use Arkansas labor, materials and money, this does not mean that only industry which fulfills all three conditions will come into the state. Such industry will, however, be sought more strongly than other. Undoubtedly, branch plants of national concerns will come into Arkansas, and obviously such plants will be financed mostly with outside capital. Many plants will not confine their operations to processing Arkansas raw materials, but will supplement such materials with others brought from outside the state. Presumably, however, outside raw materials would largely come from nearby

regions, while closeby markets might well be exploited more intensively for the finished products.

At the same time, it is felt that the wealth of Arkansas raw materials and the pools of labor reserves for factories will make the state more attractive to industries which can use both local materials and labor. For example, Arkansas trees can be processed from raw lumber through to finished furniture or paper products, Arkansas bauxite may well be processed from the mining stage through the finished utensil stage, Arkansas cotton can be woven into textiles and then made into shirts and dresses.

The people of Arkansas not only wish to use the state's raw materials as a means to attract new industry, but they realize that the processing of such materials will give them the value added by manufacture which they lose by shipping out their products in basic forms. This added value would mean increased returns to the producer of raw materials, to management, to labor and to those who supply the fuel, power and capital.

If new Arkansas industry needs financing, the state as a whole now has plenty of liquid funds. Arkansans have perhaps \$1 billion more in liquid assets, currency, bank deposits and Government securities, than they had five years ago. Arkansas banks can supply working capital needs.

#### **RESULTS TO DATE**

In the last five years, some 860 new industries, exculsive of war plants, have been located in Arkansas. Many of these came into the state before the advent of the Economic Council and the coordinated statewide effort now being exercised. A good share, however, resulted directly from the work of the Council, and more recently from the combined efforts of the Council, the Commission, and the Bureau of Research. In the first ten months of 1945, some 160 new industries or expansions of existing industry were projected in various Arkansas cities and towns.

These 160 industries, many of them already in operation, are scattered throughout the state with no one area showing any particular predominance. This in itself is an indication of the thorough coordination of efforts on a statewide basis. Four of each ten new industries are agricultural product processing plants, including fruit, vegetable and poultry packing and freezing, meat packing, rice drying, feed dehydration, cottonseed mills, and the like. Another 40 per cent consists of various types of woodworking plants, about half sawmills and the balance in other phases of wood processing. Of

the remaining plants, more than half will process materials found in Arkansas, such as petroleum, glass sand, cotton, stone, and other products. In other words, nine of every ten new plants to be established this year can use Arkansas raw materials, and every plant will use Arkansas labor.

The Council recently has been sending out specification sheets on small industries suitable for small towns. In very simplified form, these give information on a particular industry's requirements for fixed and working capital, equipment, raw materials and labor, on market outlets and on prospective profits. As previously noted, the Bureau of Research is carrying on much more extensive and detailed studies with regard to particular industries. Currently available for release is a survey on frozen food processing, which points up production and marketing problems of the industry.

The full result of the effort to industrialize Arkansas is still in the future since the program is quite young. At the same time the fact that, so far in 1945, some 160 expansions are either in operation or in process bears witness to the effectiveness of the program even in its initial stages.

#### **SPECIFIC COMMUNITY PLANS**

The Arkansas story would hardly be complete without detailing some specific community ventures in industrialization. In Little Rock and in the adjacent region southwest, the major question of the moment is the continued operation of the great alumina-aluminum plants which were operated in wartime by Alcoa. All of Arkansas is deeply concerned about the maintenance of these plants and hopes that the question of future ownership is determined quickly. If the plants remain in production, there is every indication that other aluminum-using industries can be attracted.

At El Dorado, the Lion Oil Company is currently negotiating for the large Ozark Ordnance works. If it is secured, Lion Oil intends to use it as a fertilizer factory. A ready market for the product is close at hand.

In southeastern Arkansas lies Crossett, the home town of Crossett Industries which owns thousands of acres of forest lands. Crossett itself is a company town and in it are located the three major branches of the concern, sawmills, a wood-distillation plant and a paper mill. Crossett Industries practices planned reforestation and cuts no more timber in a year than it grows. It established its wood-distillation plant to utilize scrub hardwoods and its paper plant to use pines of pulping quality left from saw-log operations, and small pines re-

moved for better reforestation practices. Basically, however, it is only in the first production stage from raw material to finished product.

Present plans call for establishment of a paper bag factory in proximity to the paper mill. This factory will be a branch of a national concern, since Crossett wishes to continue concentrating on primary processing. The bag plant will further process Arkansas materials with Arkansas labor. In the future there may well be many additional developments of this kind in Crossett.

At nearby Hamburg, the Council is calling attention to the opportunity that awaits an aggressive manufacturer of wooden handles. Crossett Industries owns a considerable stand of hickory which will be made available to a handle producer. The citizens of Hamburg stand ready to provide much of the necessary capital. The Hamburg project is an excellent example of the coordinated cooperative effort typical of present-day Arkansas. People from all parts of the state are working diligently to secure this industry for Hamburg.

Fordyce has a new woodworking plant which is producing dimensional parts for furniture manufacture. This venture began early this year when six men combined to found a small firm to produce under a war contract. When that contract was cancelled, they turned to their present endeavor and have a modern \$50,000 plant. It will use mostly Arkansas lumber, much of it coming directly from the sawmill located in the town.

Pine Bluff is attempting to confine its new industry to projects that fulfill all three conditions for new Arkansas plants. It wants them to use local labor and materials and to be financed with local funds. Currently in prospect are a \$350,000 packing plant which will slaughter 1,000 cattle and 1,500 hogs each week, a broom factory to employ disabled veterans, a creosote plant, a freezing unit, a plant to prefabricate lumber for truck trailer bodies, and a sweet potato dehydration plant. The latter is of particular interest for it ties in directly with a livestock development program for the surrounding country. Dehydrated sweet potatoes are a high carbohydrate animal feed and with Arkansas somewhat dependent upon outside sources for corn because of relatively low corn yields, such a product should be successfully marketed in the locality.

Up in Jonesboro a five-year campaign for a \$100,000 development fund is being carried on at present. Half of this sum is expected to come from the local utility which for all practical purposes operates as a municipally-owned plant. The balance is being raised by popular subscription. The fund

will be used for surveys and research to determine Jonesboro's advantages for particular industries.

Seven new industries have recently come to Jonesboro. Among them are a shoe plant, a cotton hosiery mill, a glass factory, two rice driers and a wood-distillation plant. The shoe factory and the hosiery mill do not use Arkansas materials since there are a number of processing steps between the raw products grown in Arkansas and the materials used for these final consumer goods. The other plants do use Arkansas raw materials. Some \$15,000 was given to the shoe plant and the hosiery mill to get them started. However, both are Arkansas concerns. Jonesboro currently wants a meat packing plant to utilize the \$7 million worth of livestock that passes annually through the local stockyards, and a brickyard to use Craighead County clay.

Several Arkansas towns have been more interested in getting large initial payrolls than in developing local industry. Offering a supply of local labor, Batesville, Conway, Newport, Pocahontas and Searcy have raised approximately \$100,000 apiece to provide buildings for branch shoe plants. In most cases the shoe producer will pay a nominal rental and provide a guaranteed payroll. In at least one case, however, there will be no rent and no guarantee.

At Walnut Ridge a fund of \$65,000 awaits a concern that can bring a substantial payroll to the town. Walnut Ridge raised this sum to secure a shoe factory, but the deal did not go through. The town is now looking for a textile or garment plant.

These latter examples are not fully typical of the Arkansas plan, for they merely represent branch plant expansion that will utilize local labor. This does not mean that they will not benefit the towns, however, for they will bring large payrolls. Possibly they will lead to establishment of additional and complementary industry in the future.

#### **SUMMARY AND CONCLUSIONS**

For many years competent observers have agreed that the South must expand its industrial employment or reduce its population if it is to increase its extremely low per capita income. Before the war, too many people in the South were trying to make a living from farming, a large proportion of them on poor land and using inefficient methods.

In certain sections of the South, considerable progress had been made in building up industry, notably in North Carolina and eastern Tennessee, but the industrialization process for the region as a whole was all too slow. The war greatly accelerated the process. Huge new war plants were

erected in places where industry had never existed before. As a result, thousands of new workers were trained to factory tasks. Whether or not they can be absorbed into industry that has a sound economic basis in a period of peacetime activity is one of the major problems facing the South.

Arkansas, in common with the rest of the South, hopes to capitalize upon its wartime experience to speed the development of industry in the state. The Arkansas plan for promoting new industry suited to the economic characteristics of the state represents a new approach to the problem. Without question, the further processing of Arkansas raw materials with Arkansas labor would keep a greater share of the value added by manufacture in the state and thus raise income. It would help solve the problems of providing work for an over-crowded agriculture that must find nonagricultural employment if the level of per capita income on the farm

is to be bettered through increased productivity.

The thorough integration of the planning efforts of business, agriculture and government, the state-supported system of research, and the establishment of action organizations at the community level has further stimulated interest in the movement. This type of approach has made it possible to bring home to all of Arkansas the importance of planned industrialization.

The ultimate success of the Arkansas plan will depend upon the thoroughness and consistency with which it is carried out. Mark Twain once observed that everybody talks about the weather but nobody does anything about it. To some extent this phrase might be turned to any venture which is still primarily in the planning stage—everyone talks about increased industry but few do anything about it. Arkansas is doing something about it.

**Frederick L. Deming.**

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## CURRENT CONDITIONS

(Continued from Page 1)

had learned only a single skill, and that there are now few, if any, peacetime jobs calling for these limited skills. Most jobs offered are relatively low-skilled and low-paid, and most openings are for men while many of the unemployed are women. Further explanation is found in the relative immobility of labor itself and the natural slowness to change location and type of work.

During the balance of this year, district employment may be expected to increase in wholesale and retail trade in response to seasonal demand. Construction employment has increased slightly since V-J Day, but no major expansion is expected until next spring. Employment in the service industries has changed little in the past three months, largely because workers are reluctant to accept the comparatively low-pay jobs offered in such lines.

### INDUSTRY

Industrial activity in the Eighth District during October and early November was characterized by mixed trends. In the aggregate the level of activity appears not much changed from September but well below that of October, 1944.

**Manufacturing**—Consumption of industrial electric power in the major cities of the district during October rose somewhat from September, partly reflecting the longer work month, but was down considerably from October, 1944. A year ago the major district war plants were consuming a large amount of power, and with these plants now mostly

closed, power requirements and consumption are considerably reduced.

Some munitions manufacture is still being carried on in the district, notably in rocket ammunition and in aircraft. For the most part, however, output of munitions stopped on V-J Day or shortly thereafter. Consequently, October munitions production represented only a fractional part of October, 1944 output.

The district's steel mills and foundries operated at about the same rate in October as in September, but production was below that of a year ago. Ingot producing furnaces operated at 68 per cent of capacity in October. During the last quarter of 1944 the operating rate approximated 80 per cent and in the comparable period of 1943 about 100 per cent. Civilian orders for steel are back-logged far into the future, and some district plants are scheduling orders as late as fourth quarter 1946. The major factors operating to curtail steel production in this district are lack of labor and concern over price-cost relationships.

Other important district industries whose current behavior is similar to that of steel in that activity is fairly stable at present but well below a year earlier include whiskey, lumber and machinery. At the close of October, 33 Kentucky distilleries were in operation, one less than a month earlier, and 18 less than on the comparable date in 1944. Material supply problems continue to plague distillers since allocations of corn are substantially less than could be used at capacity operations. Pro-



duction of bourbon whiskey, which requires corn, is well below the volume which current demand would justify. Output of southern pine and hardwood at district mills continues below last year's level, which in turn was far below wartime peak. Labor shortage in the lumber industry is given as the major factor holding down output.

Animal slaughter and shoe production are increasing seasonally at this time. Packing house activity is running into the heavy period of the year, but total slaughter is well below that of a year ago reflecting the much smaller pig crop of this year. Shoe production on the other hand is running ahead of last year's output. For the first ten months of 1945 production of shoes in this district was 1 per cent more than in 1944.

**Mining and Oil**—During October, mining activity in this district was down from September and was well below the level of October, 1944. The decline in the last month reflected labor disputes at coal mines and in the oil industry, and sharply reduced operations in nonferrous metal mining.

District coal mines in October produced 13.5 million tons of coal as compared with 14.7 million tons in September and 15.9 million tons in October, 1944. The daily average rate of crude oil production in October was 11 per cent less than in September and 10 per cent less than a year ago.

Oil exploratory activity in the district also declined in October. Through November 3, 1945 the number of new wells drilled this year in district fields totaled 2,285 as compared with 2,631 in the same period in 1944. This is in direct contrast to

national experience where exploratory activity this year is running well ahead of last year. The number of wells drilled so far in 1945 is smaller than in 1944 in every district state, but the most pronounced decline has occurred in Kentucky.

**Construction**—Dollar value of building permits granted in the major cities of the district in October was 18 per cent more than in September and 152 per cent more than in October, 1944. According to F. W. Dodge figures, the total value of construction contract awards of all types let in the district this year is about three times that of a year earlier. The upturn in building activity following the close of the war was anticipated and, in fact, it was expected that construction work would increase even more sharply. Factors tending to retard new construction are material supply problems, difficulties in securing construction workers, and substantially inflated costs. The tremendous increase in construction costs may conceivably dampen a construction boom even in the face of the exceptionally high potential demand.

## TRADE

Dollar sales in the various retail trade lines reporting to this bank rose more than seasonally in October and were well above the October, 1944 level. This gain occurred despite the substantially reduced income of displaced war workers who either have taken lower-paying jobs or are unemployed. While some of the increase in dollar volume can be attributed to buying to meet the mid-month deadline on overseas gifts, the second half of October showed a sharply higher volume

## INDUSTRY

### CONSUMPTION OF ELECTRICITY

(K. W. H. in thous.)	No. of Custom-ers*	Oct. 1945 K.W.H.	Sept. 1945 K.W.H.	Oct. 1944 K.W.H.	Oct., 1945 compared with Sept., '45	Oct., '44
Evansville .....	40	4,925	4,664	8,052	+ 6%	-39%
Little Rock.....	34	3,252	3,239	3,059	- 0 -	+ 6
Louisville .....	82	14,998	14,074	17,197	+ 7	-13
Memphis .....	31	5,539	5,316	6,795	+ 4	-18
Pine Bluff.....	19	1,573	3,215	8,363	-51	-81
St. Louis.....	127	71,023	62,612	76,451	+13	- 7
Totals.....	333	101,310	93,120	119,917	+ 9	-16

\*Selected industrial customers.

### LOADS INTERCHANGED FOR 25 RAILROADS AT ST. LOUIS

Oct., '45	Sept., '45	Oct., '44	First nine days Nov., '45	Nov., '44	10 mos. '45	10 mos. '44
120,172	114,748	159,728	36,732	47,731	1,485,008	1,592,182*

Source: Terminal Railroad Association of St. Louis.

\* Revised.

### COAL PRODUCTION

(In thousands of tons)	Oct., '45	Sept., '45	Oct., '44	Oct., '45 comp. with Sept., '45	Oct., '44
Illinois .....	6,497	5,717	6,065	+14%	+ 7%
Indiana .....	1,593	2,076	2,350	-23	-32
Kentucky .....	4,100	5,548	5,716	-26	-28
Other Dist. States..	1,341	1,408	1,751	- 5	-23
Totals .....	13,531	14,749	15,882	- 8	-15

## AGRICULTURE

### CASH FARM INCOME

(In thousands of dollars)	September		Cumulative for 9 months		
	1945	1944	1945	1944	1943
Arkansas .....	\$ 28,867	\$ 35,533	\$ 165,514	\$ 168,211	\$ 165,307
Illinois .....	76,515	78,072	815,125	848,977	808,334
Indiana .....	60,583	61,358	482,269	500,802	477,173
Kentucky .....	21,316	20,584	302,146	254,129	225,737
Mississippi .....	49,199	47,248	175,178	154,808	173,328
Missouri .....	55,436	67,913	484,558	497,232	449,230
Tennessee .....	21,622	23,054	207,453	207,947	183,180
Totals .....	313,538	337,762	2,632,243	2,632,106	2,482,289

### RECEIPTS AND SHIPMENTS AT NATIONAL STOCK YARDS

	Receipts			Shipments		
	Oct., 1945	Sept., 1945	Oct., 1944	Oct., 1945	Sept., 1945	Oct., 1944
Cattle and Calves.....	259,890	202,582	232,652	124,277	106,352	116,794
Hogs .....	107,706	75,389	229,530	36,341	26,876	50,030
Horses and Mules .....	3,913	2,972	3,266	3,913	2,972	3,260
Sheep .....	110,596	103,507	79,933	37,000	49,288	15,123
Totals.....	482,105	384,450	545,381	201,531	185,488	185,207

## RETAIL TRADE

### DEPARTMENT STORES

	Net Sales			Stocks on Hand	Stock Turnover
	October, 1945, compared with Sept., '45	Oct., '44	10 mos. '45 to same period '44	Oct. 31, '45 comp. with Oct. 31, '44	Jan. 1, to Oct. 31, 1945 1944
Ft. Smith, Ark.....	+18%	+30%	+13%	-11%	3.92 3.69
Little Rock, Ark.....	+12	+17	+15	-6	4.62 4.05
Quincy, Ill. ....	+17	+27	+14	+16	4.80 4.26
Evansville, Ind. ....	+28	+4	+2	.....	.....
Louisville, Ky. ....	+27	+15	+13	+2	4.95 4.26
St. Louis Area <sup>1</sup> .....	+20	+22	+14	+9	3.97 3.73
St. Louis, Mo.....	+20	+22	+15	+9	3.97 3.73
E. St. Louis, Ill. ....	+13	+11	+6	.....	.....
Springfield, Mo.....	+30	+27	+19	-6	4.33 3.52
Memphis, Tenn.....	+22	+16	+12	+4	4.37 4.05
*All other cities.....	+21	+25	+10	+1	4.02 3.77
8th F. R. District	+21	+19	+13	+5	4.20 3.87

\* El Dorado, Fayetteville, Pine Bluff, Ark.; Alton, Harrisburg, Jacksonville, Mt. Vernon, Ill.; New Albany, Vincennes, Ind.; Danville, Hopkinsville, Mayfield, Paducah, Ky.; Chillicothe, Mo.; and Jackson, Tenn.

<sup>1</sup> Includes St. Louis, Mo.; East St. Louis and Belleville, Ill.

Trading days: October, 1945—27; September, 1945—24; October, 1944—26.

Outstanding orders of reporting stores at the end of October, 1945, were 35 per cent greater than on the corresponding date a year ago. Percentage of accounts and notes receivable outstanding October 1, 1945, collected during October, by cities:

	Excl. Instalment			Excl. Instalment	
	Accounts	Accounts		Accounts	Accounts
Fort Smith .....	.....%	68%	Quincy .....	37%	77%
Little Rock .....	36	65	St. Louis .....	50	76
Louisville .....	46	65	Other cities .....	44	66
Memphis .....	59	65	8th F. R. Dist. ....	48	71

### INDEXES OF DEPARTMENT STORE SALES AND STOCKS

8th Federal Reserve District

	Oct., 1945	Sept. 1945	Aug., 1945	Oct., 1944
Sales (daily average), Unadjusted <sup>1</sup> .....	255	234	194	221
Sales (daily average), Seasonally adjusted <sup>1</sup> ..	248	213	225	215
Stocks, Unadjusted <sup>2</sup> .....	121	118	120	115
Stocks, Seasonally adjusted <sup>2</sup> .....	108	112	121	102

<sup>1</sup> Daily Average 1935-39 = 100

<sup>2</sup> Monthly Average 1923-25 = 100

### SPECIALTY STORES

	Net Sales			Stocks on Hand	Stock Turnover
	October, 1945, compared with Sept., '45	Oct., '44	10 mos. '45 to same period '44	Oct. 31, '45 comp. with Oct. 31, '44	Jan. 1, to Oct. 31, 1945 1944
Men's					
Furnishings...+53%	+51%	+18%	-32%	3.43	2.45
Boots and					
Shoes .....	+3	+22	+17	-12	8.99 6.92

Percentage of accounts and notes receivable outstanding October 1, 1945, collected during October:

Men's Furnishings..... 71% Boots and Shoes..... 67%

Trading days: October, 1945—27; September, 1945—24; October, 1944—26.

### RETAIL FURNITURE STORES

	Net Sales		Inventories		Ratio of Collections
	Oct., 1945 compared with Sept., '45	Oct., '44	Oct., 1945 compared with Sept., '45	Oct., '44	Oct., '45 Oct., '44
St. Louis Area <sup>1</sup> .....	+44%	+25%	-3%	-0%	53% 44%
St. Louis.....	+46	+28	-3	-0	54 43
Louisville Area <sup>2</sup> .....	+33	+15	-2	+27	37 32
Louisville.....	+37	+11	-1	+30	35 31
Memphis.....	+37	+12	-3	+23	27 27
Little Rock.....	+12	+15	+13	+9	36 31
Pine Bluff.....	+34	-7	*	*	37 41
Fort Smith.....	+42	+37	*	*	*
8th Dist. Total <sup>3</sup> .....	+39	+19	-0—	+8	44 39

\* Not shown separately due to insufficient coverage, but included in Eighth District totals.

<sup>1</sup> Includes St. Louis, Missouri; East St. Louis and Alton, Illinois.

<sup>2</sup> Includes Louisville, Kentucky; and New Albany, Indiana.

<sup>3</sup> In addition to above cities, includes stores in Blytheville, Arkansas; Evansville, Indiana; Henderson, Hopkinsville, Owensboro, Kentucky; Greenville, Greenwood, Mississippi; Cape Girardeau, Hannibal and Springfield, Missouri.

### PERCENTAGE DISTRIBUTION OF FURNITURE SALES

	Oct., '45	Sept., '45	Oct., '44
Cash Sales .....	25%	25%	22%
Credit Sales .....	75	75	78
Total Sales.....	100	100	100

of sales with the increase holding during the first half of November. This large volume of purchasing reflects heavy consumer demand and the gradual reappearance of many items, either previously in short supply or unobtainable.

Department store sales during October were 21 per cent above the previous month and 19 per cent greater than in October, 1944. The 13 per cent gain over 1944 department store sales for the first ten months this year is slightly higher than the rate of increase for the like period of 1944 compared to 1943. The rise for the year to date is greater than in the comparable period of 1944 in St. Louis, Little Rock, and Evansville, and gains in other major cities of the district equal those made last year.

Sales at men's apparel stores, influenced to a marked degree by the return of men from the armed services, show gains of 53 per cent and 51 per cent over September and over October, 1944. Women's apparel stores increased their sales 6 per cent and 22 per cent over the previous month and comparable period last year. Sales of shoe stores during the month were virtually unchanged from a month earlier, although 22 per cent greater than the same month last year. Furniture store sales, with the return of some durable goods to the consumer market, registered a more than seasonal increase of 39 per cent over September and were 19 per cent greater than in October, 1944.

In the various retail lines, stocks figures indicate an easing of shortages in department stores, shoe stores and furniture stores. Women's apparel store inventories are slightly lower than last year while stocks of men's apparel stores are about one-third smaller than a year ago.

## AGRICULTURE

The weather over much of the district in the past month has been favorable to maturing of fall crops and to harvesting of beans and corn, although cotton picking in parts of Arkansas has been retarded by rains. Seeding of fall grain has made good progress and is completed in most areas.

Despite unfavorable early conditions and intermittent bad weather throughout much of 1945, total agricultural production in the district has been good. The November 1 indication of total crop production varied little from that of a month earlier. Cotton production on November 1 was indicated at 177,000 bales less than the October 1 estimate. Present outlook is for a district crop of 2,990,000 bales, which compares with a 1944 crop of 3,741,000 bales. District corn prospects improved during

October by 1,350,000 bushels, raising the 1945 estimate to 364 million bushels as compared to the 367 million bushel output of 1944. District tobacco production estimates also increased during October, and the crop is now expected to reach 380 million pounds, which compares with 384 million pounds produced in 1944. Estimates for other crops remained about the same.

For the country as a whole the only significant changes in November 1 crop prospects from those of the previous month were in cotton, corn, and tobacco. An estimated reduction of 411,000 bales lowered the total 1945 cotton crop estimate to 9,368,000 bales, which compares with a 1944 output of 12,230,000 bales. Corn prospects decreased slightly during November to a total estimated production of 3,074 million bushels as compared to a 1944 harvest of 3,228 million bushels. Tobacco estimates increased slightly in the month, raising the total indicated 1945 crop to 2,050 million pounds as compared with 1,950 million pounds produced in 1944. In the aggregate, farmers have again produced a bumper crop that compares favorably with the record crops of 1942, 1943, and 1944.

Cattle slaughter so far this year has been at a record rate and this promises to continue. Hog slaughter, on the other hand, has been reduced sharply from the levels of the past few years. Sheep slaughter has been about the same as last year and is slightly higher than the average for recent years. In the first ten months of 1945 about 12 million head of cattle were killed, 6 per cent more than in the comparable period in 1944 and 25 per cent higher than the five-year average for these months. Calf slaughter in the period totaled 5.7 million head, 9 per cent less than last year but 18 per cent more than the five-year average. The hog kill of 31 million head so far in 1945 is 47 per cent under last year and 31 per cent less than the average for recent years. Sheep slaughter in the first ten months this year totaled 17.6 million head or only 2 per cent less than in the same period a year ago and 6 per cent above the five-year average.

Feeding operations apparently will be much heavier this year than last. The number of cattle on feed is materially increased over last season, and by January 1, 1946 promises to be near a record. Movement of cattle to feed lots throughout November and December is expected to continue high. For the eight states in which records of total shipments are available, 669,000 feeders entered feed lots in October of this year as compared to 525,000 in October last year. The high previous October movement was 610,000 head in 1940. For the four

## WHOLESALE

WHOLESALING				
Lines of Commodities	Net Sales		Stocks	
	October, 1945, compared with Sept., '45 Oct., '44		Oct. 31, 1945, compared with Oct. 31, 1944	
Data furnished by Bureau of Census, U. S. Dept. of Commerce.*				
Automotive Supplies .....	+ 2%	+31%	.....%	
Drugs and Chemicals.....	+ 8	+ 5		
Dry Goods .....	+33	- 5	—16	
Electrical Supplies .....	+14	+37	+16	
Groceries .....	+14	+11	— 9	
Hardware .....	+13	+ 1	+ 5	
Plumbing Supplies .....	+12	+ 8		
Tobacco and its Products.....	+ 6	+11	+56	
Miscellaneous .....	+19	- 9	+ 6	
Total all lines** .....	+16	+ 1	— 3	
* Preliminary.				
** Includes certain lines not listed above.				

## CONSTRUCTION

BUILDING PERMITS							
(Cost in thousands)	New Construction				Repairs, etc.		
	Number	Cost	Number	Cost	Number	Cost	Cost
Evansville .....	34	19 \$ 125	21	180	104	\$ 90	\$ 53
Little Rock.....	81	30	284	76	224	242	191
Louisville .....	118	80	1,898	201	39	32	19
Memphis .....	552	409	1,673	545	218	209	111
St. Louis .....	214	95	1,234	326	244	182	281
Oct. Totals.....	999	633	5,214	1,169	905	769	692
Sept. Totals.....	686	424	3,208	790	727	778	561

## BANKING

CHANGES IN PRINCIPAL ASSETS AND LIABILITIES FEDERAL RESERVE BANK OF ST. LOUIS				
Change from				
(In thousands of dollars)	Nov. 21, 1945	Oct. 24, 1945	Nov. 22, 1944	
Industrial advances under Sec. 13b.....	\$.....	+ 24,540	+ 24,320	
Other advances and rediscounts.....	42,045	+ 12,604	+340,524	
U. S. securities.....	1,056,053	+ 37,144	+364,844	
Total earning assets.....	1,098,098	+ 66,012	+160,969	
Total reserves.....	666,012	+ 37,176	+ 63,468	
Total deposits.....	664,070	+ 17,291	+135,035	
F. R. notes in circulation.....	1,041,873	.....	.....	
Industrial commitments under Sec. 13b.....	.....	.....	55	
PRINCIPAL RESOURCE AND LIABILITY ITEMS OF REPORTING MEMBER BANKS				
Change from				
(In thousands of dollars)	Nov. 21, 1945	Oct. 24, 1945	Nov. 22, 1944	
Total loans and investments.....	\$2,020,672	+ 92,788	+284,127	
Commercial, industrial, and agricultural loans*	296,462	+ 38,952	+ 41,339	
Loans to brokers and dealers in securities .....	9,107	+ 499	+ 1,690	
Other loans to purchase and carry securities .....	54,406	+ 12,574	+ 29,142	
Real estate loans.....	68,623	+ 314	+ 2,506	
Loans to banks.....	2,285	+ 926	+ 105	
Other loans.....	91,907	+ 2,064	+ 12,673	
Total loans.....	522,790	+ 53,477	+ 87,245	
Treasury bills .....	50,067	+ 16,544	.....	
Certificates of indebtedness.....	216,898	+ 6,774	+124,725	
Treasury notes.....	313,707	+ 2,090	+ 77,749	
U. S. Bonds.....	780,390	+ 25,971	+236,689	
Obligations guaranteed by U. S. Government .....	362	-0-	+ 19,611	
Other securities.....	136,458	+ 1,480	+ 27,290	
Total investments.....	1,497,882	+ 39,311	+196,882	
Balances with domestic banks.....	113,163	+ 307	+ 842	
Demand deposits—adjusted** .....	1,115,098	+ 15,369	+ 34,517	
Time deposits.....	337,151	+ 2,184	+ 67,750	
U. S. Government deposits.....	256,275	+ 47,353	+118,162	
Interbank deposits .....	641,947	+ 47,919	+ 54,885	
Borrowings .....	39,485	+ 24,675	+ 22,025	
* Includes open market paper.				
** Other than interbank and Government deposits, less cash items on hand or in process of collection.				
Above figures are for selected member banks in St. Louis, Louisville, Memphis, Little Rock and Evansville.				

months, July through October, total shipments into the eight states were 1,315,000 head as compared with 1,234,000 head last year. Much of the demand for feeding cattle has resulted from extensive frost damage to corn in leading corn belt and feeding states in late September and early October.

The immediate price outlook for most farm products continues favorable. Demand for agricultural production can be expected to remain relatively strong during the next several months even though a more liberal supply will be available to domestic consumers. Some few products, for example, eggs, are faced with an immediate prospect of oversupply at present prices.

### BANKING AND FINANCE

The Victory Loan drive swung into the intensive phase of its campaign for individual subscriptions during November. Prior to November 15, the issue date of the marketable bonds offered in the drive, banking developments in this district were characteristic of an interdrive period. Private deposits continued to gain and Government balances to decline, since Government expenditures were out-running receipts. On November 14, demand deposits of individuals, partnerships and corporations at weekly reporting banks in this district were about \$20 million greater than four weeks earlier. After November 15, however, as payments for individuals' subscriptions increased, the trend was reversed. In the week ending November 21, private demand deposits were down \$34 million while Government

balances gained \$36 million. This transfer of funds from private to Government deposits should continue during the balance of the drive and be especially pronounced after December 3 when subscriptions will be received from nonbank investors other than individuals.

As in past drives, the growth in time deposits ceased during the actual drive period as individuals bought securities instead of building up savings accounts. Time deposits on November 21 at weekly reporting banks were virtually unchanged from a month earlier, while in the previous month they had gained \$7 million. Bankers' balances rose throughout October and early November as receipts from farm marketings swelled country bank deposits, some of the funds being transferred to city correspondents.

Bank investment portfolios increased slightly in the four weeks ending November 21. There was some shift in the proportion of Government securities held, with bond accounts increasing and certificate holdings declining. In this district pre-drive security sales by nonbank investors to banks were relatively small.

The past month saw some growth in outstanding loans at banks in this district. Prior to November 15, the increase was confined largely to commercial, industrial and agricultural loans, most of it reflecting financing of this year's cotton crop and being concentrated in the Memphis banks. After mid-November, there was some rise in loans for purchasing or carrying Government securities.

### PRICES

### DEBITS TO DEPOSIT ACCOUNTS

WHOLESALE PRICES IN THE UNITED STATES					
Bureau of Labor Statistics (1926=100)	Oct., 1945	Sept., 1945	Oct., 1944	Oct., '45 comp. with Sept., '45	Oct., '44
All Commodities.....	105.9	105.2	104.1	+ 0.7%	+ 1.7%
Farm Products.....	127.3	124.3	123.4	+ 2.4	+ 3.2
Foods .....	105.7	104.9	104.2	+ 0.8	+ 1.4
Other .....	100.1	99.8	98.7	+ 0.3	+ 1.4

COST OF LIVING					
Bureau of Labor Statistics (1935-39 = 100)	Oct. 15, 1945	Sept. 15, 1945	Sept. 15, 1942	Oct. 15, '45 comp. with Sept. 15, '45	Sept. 15, '42
United States.....	128.9	128.9	117.8	- 0 -	+94%
St. Louis.....	126.9	126.8	116.6	+0.1	+ 8.8
Memphis.....	*	131.6	119.3	.....	.....
* Not Available					

COST OF FOOD					
Bureau of Labor Statistics (1935-39 = 100)	Oct. 15, 1945	Sept. 15, 1945	Sept. 15, 1942	Oct. 15, '45 comp. with Sept. 15, '45	Sept. 15, '42
U. S. (51 cities)....	139.3	139.4	126.6	-0.1%	+10.0%
St. Louis.....	141.4	141.4	126.7	- 0 -	+11.6
Little Rock.....	133.5	139.3	129.2	-4.2	+ 3.3
Louisville.....	138.3	133.5	124.2	+3.6	+11.4
Memphis.....	148.6	148.1	129.7	+0.3	+14.6

(In thousands of dollars)	Oct. 1945	Sept. 1945	Oct. 1944	Oct., '45, comp. with Sept., '45	Oct., '44
El Dorado, Ark.....\$	11,606	\$ 10,428	\$ 9,568	+11%	+21%
Fort Smith, Ark.....	28,566	24,387	23,316	+17	+23
Helena, Ark. ....	5,516	5,273	6,038	+ 5	- 9
Little Rock, Ark.....	90,319	81,226	81,626	+11	+11
Pine Bluff, Ark.....	19,826	16,331	22,459	+21	-12
Texarkana, Ark.-Tex.	7,744	7,492	11,434	+ 3	-32
Alton, Ill. ....	14,942	13,290	12,687	+12	+18
E.St.L.-Nat.S.Y.,Ill.	83,118	73,146	81,308	+14	+ 2
Quincy Ill. ....	18,434	16,832	16,678	+10	+11
Evansville, Ind. ....	73,540	73,568	96,741	- 0 -	-24
Louisville, Ky. ....	356,226	315,018	318,848	+13	+12
Owensboro, Ky. ....	22,204	17,785	17,975	+25	+24
Paducah, Ky. ....	9,530	8,612	8,097	+11	+18
Greenville, Miss. ....	13,635	7,964	11,586	+71	+18
Cape Girardeau, Mo.	6,123	5,289	5,859	+16	+ 5
Hannibal, Mo. ....	5,084	5,180	4,971	- 2	+ 2
Jefferson City, Mo....	33,116	28,378	30,528	+17	+ 8
St. Louis, Mo.....	1,034,336	946,257	986,444	+ 9	+ 5
Sedalia, Mo. ....	7,031	6,014	5,833	+17	+21
Springfield, Mo. ....	40,046	34,797	33,073	+15	+21
Jackson, Tenn. ....	13,508	9,706	13,524	+39	- 0 -
Memphis, Tenn. ....	359,335	216,526	342,024	+66	+ 5
Totals .....	2,253,785	1,923,499	2,140,617	+17	+ 5