

Monthly Review

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BANK

RESERVE

Retail Trade: Review and Outlook

The American public spent more money at retail stores in the past eighteen months, and received a larger volume of goods in return, than in any similar period since the first retail transaction took place in this country. As a result of this outpouring of dollars in exchange for goods, retail sales volume in 1946 totaled \$97 billion, more than in any previous year in history. But even this record is being surpassed in 1947. Through May, consumer purchases at retail stores were at an annual rate of \$113 billion or almost 16 per cent more than last year. Sales of durable goods, which have returned to dealers' shelves in increasing quantities, were 41 per cent ahead of 1946 while the dollar volume of nondurable sales was 11 per cent larger than in the first five months of last year.

F E D E R' A L

In the past few weeks, however, the margin over 1946 has tended to narrow, both in terms of value of sales and of physical volume. Currently, almost all the increase in dollar volume over a year earlier reflects higher prices. In terms of dollars, 1947 sales gains over like months in 1946 probably will continue to narrow as the year advances, and in terms of physical volume may even be reversed. Nevertheless for the whole year 1947 dollar sales should be well above 1946 and unit volume as high or slightly higher than last year.

The record of retail trade since early 1946 is at once a reflection of, as well as a contributing factor to, the highest level of economic activity this country has ever experienced under peacetime conditions. Essentially, the fact that consumers since the war have spent a larger amount of money in retail establishments than ever before in history

results from the tremendous current demand plus the war-created backlog of demand for all types of goods. This potential demand, despite price increases, has been backed up by purchasing power sufficient to translate it into effective demand. This in itself is a reflection of the fact that employment and income since the war have been maintained at levels substantially higher than ever before in peacetime years. Income payments, which in the first quarter of last year were at an annual rate of \$157 billion, climbed to an estimated \$170 billion average in the first half of 1947, and in May were at an annual rate of \$178 billion. In addition to high current income, consumers have had at their disposal past savings and abundant credit. As a result, people have more spending money than ever before and the sales figures are ample evidence that they are spending it.

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Striking as the trend of retail sales volume has been during the past eighteen months, the growth in dollar volume was only one of a number of important developments in retail trade in this period. Of primary significance, particularly with respect to longer-term implications for sales volume, is the fact that after the wartime interruption the prewar relationship between sales and disposable income is becoming re-established. During the war years, retail sales rose steadily as measured in terms of dollar value. However, the rate of increase was not as great as the gain in disposable income, or the amount of money consumers as a whole had left after taxes. Thus, retail sales in 1944 represented only 51 per cent of total disposable income as compared with 63 per cent in 1941.

Since the end of the war, however, the prewar relationship of spending to income has become reestablished. In 1946 consumer spending at retail stores was slightly above the 1941 rate. In the first half of 1947 this ratio registered little change from the preceding year.

The chief reasons for the decline in the ratio of retail sales to the amount of money consumers had to spend during the war were that goods were not available in sufficient quantity and that prices were controlled. Production of many consumers' goods was curtailed and output of some items was halted entirely. Particularly was this true of certain durables such as automobiles, refrigerators and stoves.

In addition to the war-enforced shortages of many items that tended to restrict the expansion of consumer buying, retail dollar volume was also held in check by rationing and price controls that were in effect during the war period. With the lifting of rationing controls on most items after the end of the war and the virtual abandonment of price regulations in mid-1946, retail sales increased more than seasonally through the end of 1946.

During the first half of 1947, as noted, dollar volume of retail trade has continued to rise. It has shown, however, smaller month-to-month changes than the gains recorded in the immediate postwar period. For example, March, 1947, marked the first month in more than a year that sales at durable goods stores did not better the usual seasonal performance. For some time it has been apparent that sales of so-called luxury lines have been impaired by the higher cost of basic living necessities even though retailers have been offering more complete lines of merchandise. In the soft-goods line, women's apparel stores have afforded an example of lower sales volume.

A second important development in retail trade in recent months has been the reappearance of normal seasonal sales patterns in many lines of goods. For example, the traditional post-holiday clearance sales and special sales events once more are being utilized to sustain sales volume and to clear unseasonal merchandise from retailers' shelves.

Finally, the rising volume of sales since early last year has reflected the steadily increasing supply of consumers' goods. As a result, the sellers' market, which characterized retail trade during the war Page 86

period and was still dominant in 1946, has begun to change to a limited buyers' market and consumers are able to exercise some degree of choice between styles and price ranges in some lines. At the end of the war all retailers were combating unfavorably low stocks-sales ratios. Today there are increasing signs that inventory accumulation in many lines has reached the point where retailers are buying goods more cautiously. The list of products which are hard to obtain is shrinking, although the major durable items are still in short supply and are expected to be the last to become plentiful. In nondurables, some lines and types of men's wear have not yet been produced in sufficient quantity to satisfy demand. Style changes in women's wear have resulted in some lines of women's accessories becoming outmoded.

In the first half of 1946, sales at nondurable stores were at an annual rate of \$75 billion, 20 per cent larger than in the previous year. The annual rate of \$85 billion reached in the second half of the year chiefly reflected sharply increased prices. Total durable goods sales amounted to \$19 billion during 1946—about two-thirds greater than in 1945 and well above those in 1941.

As a result of shortages of durables during the war, consumer spending spilled over into nondurables. In the early postwar period nondurable sales gains have partly reflected transitory factors such as very heavy purchases of clothing by returned service personnel, lack of lower-priced goods which forced buying of higher-priced lines, and a decline in the rate of savings. It is important to note, however, that so far the heavy buying at nondurables stores has not yet fallen off to any significant degree.

A comparison of sales by lines of trade shows many contrasting developments in the trends among the durable and nondurable goods lines. Women's apparel stores experienced a greatly increased volume of sales during the war years and registered an even higher volume during most of 1946. At the end of the year and during the first half of 1947, sales gains over the previous year were halted, at least temporarily, by the availability of other wanted merchandise and consumer insistence on different styling and better grades of goods.

Sales at men's wear stores during the war period experienced a considerably smaller gain in total volume than occurred in women's stores. With the return of servicemen to civilian life, sales at men's stores increased sharply. However, late in 1946 it became apparent that the rate of increase was declining and in the first half of 1947 the monthly gains continued to slacken.

A somewhat different picture was recorded in department store sales. In the first half of 1946, just as during the war years, department stores expanded their total sales by means of soft goods; hard goods, of course, could not be sold in any volume. With the slackening in demand for soft goods, especially higher-priced and luxury items, the increased availability of consumer durables offset the threatened lower sales volume.

The backlog of demand plus establishment of new households kept home-furnishing sales moving at a rapid pace throughout 1946 and the first half of 1947. While goods steadily became more available, sales volume continued to be limited to some extent by supply of merchandise.

Jewelry store sales, in sharply increased volume during the war years, were virtually the only durables line to experience a decline in sales during the latter part of 1946 and first half of 1947. General price rises coupled with the increased availability of more essential goods cut into the luxury jewelry trade.

In the remaining durable goods stores, variations of sales volume were effected primarily by condition of supply. In light of the tremendous backlog for most of the major consumer durables, prices apparently were no deterrent to sales.

EIGHTH DISTRICT TRADE IN 1946 AND 1947

Retail merchants in the Eighth District have had experience similar to that of their fellow merchants throughout the United States. As in the nation, 1946 dollar volume of sales in this district reached new highs, and 1947 is running well ahead of 1946.

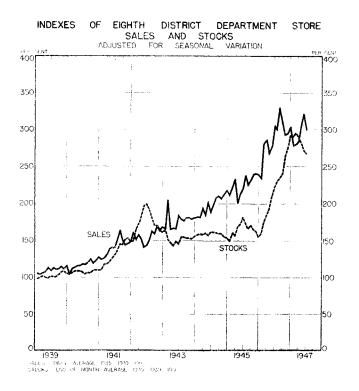
The high level of income attained during the war years probably has been held better in the district than in the nation. Since the district traditionally has depended to a large degree on agricultural income, Eighth District per capita income has been affected very favorably by the increased prices farmers have received. Nonagricultural employment is very high also; nonfarm activity has increased sharply in this area.

Department Stores—At department stores in this district, the dollar volume of sales during 1946

amounted to about \$400 million and might have been even larger had the supply of goods been more adequate. For the first six months of 1947 dollar sales averaged 8 per cent more than in the like period of 1946.

Department stores normally depend primarily on the sale of women's apparel, men's wear, and other lines of soft goods for a major share of their total volume. As was noted earlier, department store sales gains in wartime were based mainly on the fact that they handled the more plentiful soft goods lines in substantially larger volume. Currently, the fact that they also handle hard goods has maintained sales gains for them. In 1941, for example, 18 per cent of their total sales were accounted for by home furnishings. In 1944, this percentage dropped to 14. Presently, hard goods account for a significantly larger portion-19 per cent in 1946 and an estimated 21 per cent for 1947. With the increased supply of major household appliances in the latter part of 1946, dollar sales of home furnishings for the year were more than double those of 1941. In 1947, sales of such items seem likely to triple the 1941 volume.

In the soft lines, men's and women's clothing in 1946, also doubled the 1941 volume, but so far in 1947 are little above this level. In the latter part of last year and continuing into 1947 sales of luxury



goods — furs, silverware, jewelry and the like — slackened considerably, partly reflecting consumer uncertainty over the removal of the Federal excise tax.

The general movement of department store sales in the past eighteen months has been fairly similar in all major cities of the Eighth District. Fort Smith and Little Rock, Arkansas; Memphis, Tennessee; and Springfield, Missouri, however, have lagged behind the average increase for the district. On a seasonally adjusted basis, department store sales for the district as a whole in 1947 have remained at about the same level as in the latter half of 1946. Sales (adjusted) peaked during August, 1946, at Louisville, Kentucky; Memphis, Tennessee; and Little Rock, Arkansas. The volume of sales at St. Louis during August, 1946, the highest point previously reached, was bettered in November, 1946.

In terms of dollars, total inventories at department stores are reverting to more normal (prewar) stocks-sales ratios. However, some lines may never return to the prewar ratio due to more efficient merchandising methods born of wartime shortages. Ratio of present value of inventory to sales at department stores is approximately equivalent to that of prewar years. As in the case of total department store sales, however, over-all inventory figures conceal the lack of balance between the various lines of merchandise within the store.

Low stocks-sales ratios continue to exist in some lines where production is at an all-time high, due to the seemingly endless demand. For example, although most of the major manufacturers of household appliances are producing far more units than in prewar times, the change from an underto over-supply of major appliances, originally forecast by some to come late in 1946, has not yet materialized. However, in some lines of minor durables, supply has come into balance with demand, and in a few, over-supply exists. Retail inventories of some small electrical items have increased uncomfortably.

In some lines of soft goods, particularly men's suits, there are shortages of certain sizes and styles despite the fact that total production is high. In addition an unbalanced condition exists between demand and supply of known brands as compared with demand and supply of unknown brands of goods. Unseasonal weather in the past few months also has aggravated unbalanced inventories.

Apparel Stores—At women's apparel stores in this district, sales experience was like that in the Page 88

comparable divisions of department stores in the early postwar months. Sales at both were in large dollar and unit volume. Women's apparel stores, however, seem to be more sensitive to market conditions than the like department store divisions. Sales volume registered large year-to-year gains during the first part of 1946, but in the latter part of the year the gains narrowed. During the first part of 1947, sales volume has been virtually unchanged from the same months last year. Keener consideration of the price and quality of merchandise, unseasonal weather, and as yet untried style changes have had a limiting effect on total volume. Sales of women's accessories have been limited by the inability of some accessory manufacturers to catch up with changing styles.

During 1946, women's wear inventories rose very sharply in some lines. With sales failing to register anticipated gains the overstocking resulted in extensive price reductions, particularly in low-priced and inferior quality lines of goods. Dollar value of inventories at women's wear stores showed little change in the first half of 1947 as compared to the same period a year earlier. In general, inventories at women's stores (in terms of value) are beginning to reflect the end of the sellers' market. Women's store buyers recently have been able to shop for style, quality, and quantity of merchandise.

The volume of sales at men's wear stores since the end of the war has been very large. In terms of dollars, sales doubled those of prewar years. Some of the increase in demand, however, reflected temporary factors and by the end of 1946 some indications of a slackening in demand became apparent. While men's wear stores are not as affected by style changes as women's apparel shops, they are just as sensitive to market conditions. Considerable resistance on the part of the consumer to inferior quality, high-priced goods has been encountered. One other limiting factor on total sales volume has been the shortage of certain styles and lines of apparel coupled with unseasonal deliveries of some types of the major items of men's apparel. In terms of value, inventories at men's wear stores on June 30 were one-third greater than those held last year.

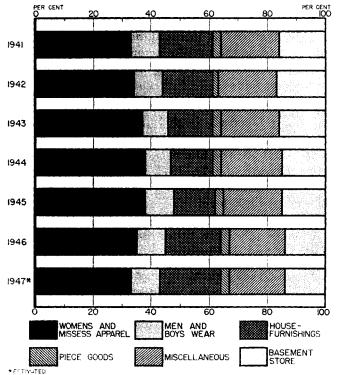
Furniture and Appliance Stores— In the durables group of reporting stores, the volume of sales at furniture stores and household appliance stores has been booming since the beginning of the flow of goods from the reconverted durable goods industries. Sales of district furniture stores held close to the prewar level during the war years. At the end

of the war, previously missing household durables began to reach the consumers' market in increasing quantities and the backlog of demand has been such as to skyrocket sales. Actually, sales volume has been limited by supply of goods. Some signs of more selective buying by consumers have become evident recently, but have not appreciably affected volume. Inventories in terms of value were about two-thirds greater for the first half of 1947 than for the comparable period last year.

Total home-furnishing inventory figures, while in fair balance with regard to anticipated sales, conceal an unbalanced picture as between lines of merchandise. Popular priced lines of certain types of furniture have not yet been produced in sufficient volume to satisfy demand. The major electric durables, with production at peak levels, are still in short supply and hard and soft floor coverings are in inadequate volume. Wartime-produced goods, in some cases foreign to normal furniture retailing, have been moved from the merchants' storerooms. Quality of home furnishings has been greatly improved and some very real "hidden" price reductions have been accomplished by this increase in quality.

Jewelry Stores—Jewelry stores registered a sharply increasing level of sales during the war years. Merchandise was in fairly adequate supply and demand was heavy for costume jewelry, glassware, and general gift lines. For some time it has

PER CENT OF TOTAL SALES IN SELECTED DIVISIONS EIGHTH DISTRICT DEPARTMENT STORES



been apparent that jewelry store sales volume had been adversely affected by the increased cost of basic living necessities. One other limiting factor in total jewelry store sales is the excise tax. Inventories at jewelry stores, not affected to the extent of other durable goods stores during the war period, were in fair balance on June 30 with the exception of a few lines of goods.

THE OUTLOOK

The future of retail sales over the next year—that is, through mid-1948—is a key question in the economic outlook. The sales level will depend, of course, upon two major factors—the volume of purchasing power in the hands of the consuming public and the people's decisions as to its disposal.

In connection with the amount of purchasing power two points should be made. First, as long as current activity remains high current income should remain high, and it is current income which supplies the great bulk of buying power. Here it should be noted, however, that income in the aggregate can be high and still be badly distributed, so that the people who want goods and services are unable to purchase as much as they want while those with adequate means satisfy their demands with less than the funds they have at hand. Such a situation tends to limit effective demand and hold down the level of activity. This is where the danger of sharp price rises lies—it tends to result in maldistribution of income. Furthermore, as prices rise, buying, of necessity, focuses more and more on basic items such as food and shelter and demand for other items slackens.

The second point is that high current incomes constitute now a more important segment of total purchasing power than they did at the end of the war. The most recent Federal Reserve survey of liquid assets indicates a growing concentration of such assets in the higher income groups, which means simply that for a large segment of the population wartime savings no longer are a factor in buying power. The extent to which the increased use of consumer credit will add to current buying power of these people remains to be seen.

As far as the public's decisions as to spending are concerned one important point was made earlier. Basic necessities must be purchased and the more purchasing power such items siphon off, the less will be available for other goods. General price rises, without attendant rises in income of the mass of consumers, would lead to such a situation.

To get the reaction of the various retailers who report regularly to this bank, a number of them

were asked to give their opinions of the outlook for sales and prices of the lines they handled and what policies they were following in the light of their anticipations.

In general, the retailers contacted expect for the last half of 1947 higher sales than in the last half of 1946, although the year-to-year increase is estimated at less than took place in the first half of 1947. For the first half of 1948 they expect the sales gains over the comparable period a year earlier to narrow still further and in many cases they anticipate dollar sales to decline from a year earlier. By and large, retailers in the bigger cities of the district are more optimistic in their outlook than those in the smaller cities, a position easily understandable since so far in 1947 larger sales increases over the comparable period a year earlier have been reported in the major cities than in the minor urban areas.

The notable exception to the foregoing is in the hard goods lines, particularly the appliance retailers, where sales gains of astonishing magnitude are forecast for the last half of 1947 relative to the last half of 1946. Appliance dealers apparently still expect sales to be limited to some extent by supply of goods throughout the balance of this year.

In line with their belief about sales performance, most retailers expect the prices of goods they buy and the prices of goods they sell to hold about constant for the last half of 1947. Declines are anticipated for the first half of 1948 but the price decreases which are expected are relatively small, averaging perhaps 10 per cent. Again, hard goods dealers' opinions vary from the average in that many of them expect further price advances in the last half of 1947 to be followed by a decline in the first half of 1948.

Practically all stores report instances of consumer resistance but, by and large, such consumer resistance seems to be manifested in objections to quality of goods, style, etc., and not to the actual amount of money required for a particular item. As a matter of fact the general feeling seems to be that consumers would object little to present money prices if quality and styling improved. There were few instances where retailers felt that lack of purchasing power was keeping consumers out of their stores and such cases as were noted related primarily to luxury items.

Thus, according to the retailer, the consuming public apparently has enough money to hold sales at very high levels but such resistance as is evident Page 90

is likely to bring prices down to some extent, and the decline in dollar sales volume will reflect, almost completely, a decline in prices. In these retailers' opinions buying will continue if the types of goods consumers wish to buy are made available.

Eighth District retailers have adopted a much more cautious attitude toward inventories and orders. As noted earlier, inventories are still out of balance and it should be stressed that such lack of balance reflects overages in certain lines as well as shortages in others. To move out lines that are overstocked in terms of anticipated sales levels, prices have been and are being sliced, special sales events are becoming more common, and in general considerable effort is being devoted to bringing stocks into better balance.

Furthermore, outstanding orders have been slashed severely and many stores are now pursuing a policy of ordering far less than anticipated needs, rather than purchasing any and every item that is offered them. For example, at district department stores the dollar value of outstanding orders is about one-third what it was this time last year. If sales hold at the present levels such cautious buying could place stores in the embarrassing position of running short on merchandise for which their customers were clamoring.

Finally, it might be noted that unusual borrowing from banks to finance inventory is uncommon at Eighth District retail stores. Traditional borrowers for this purpose are using bank credit as they always have, and since goods costs are higher more dollars are being borrowed. The relative proportion of inventory so financed, however, is not much different from the prewar amount. Many retailers are buying goods completely with cash or by means of trade payables.

In summary, then, it might be said that the outlook for retail trade in this area seems fundamentally good. For the balance of 1947 sales should continue above the like period of 1946 but with the gains narrowing. In 1948, the dollar volume of sales may decline somewhat but would still be at an extremely high level. This view, of course, presupposes that income will remain high, that prices will show relatively little change for the rest of this year and decline somewhat in 1948.

Despite the general feeling of optimism, however, cautious buying policies are being followed by retailers so that if the anticipated sales levels are not reached a minimum of trouble with inventory acquired at high cost will result.

Alfred C. Kearschner.

Survey of Current Conditions

Public attention continues to be focused on the problem of cost and prices. Increased production costs in the coal industry, and higher coal prices, are expected to be reflected in higher costs and prices in all coal-consuming industries, beginning with steel. Thus, another wave of increases may move through the entire price structure, ultimately ending in higher living costs for consumers.

Wholesale prices generally tended to level off during the second quarter, and at the end of June averaged only 6 per cent higher than in the first week in January. Larger-than-average increases in the first six months of the year occurred in prices of farm products and manufactured goods, but the movement in finished goods prices varied considerably among the various commodity groups. For example, average prices of building materials at the end of June were 14 per cent higher than at the beginning of the year, but the price of chemicals as a group was 3 per cent lower than early in January.

The extent to which higher costs will be absorbed by manufacturers, without subsequent price increases, remains to be seen. It has become increasingly apparent, however, that such increases are placing manufacturers under growing pressure to discover methods of cutting costs. One such method is the substitution of new machines for manpower and for obsolete machines. A hint of things to come is contained in reports from the machine tool industry describing new equipment currently in production and on the drafting boards. For example, a machine which does in 90 minutes a job which formerly required two days. Or a machine which in 35 seconds produces bearing rings that used to take two minutes to make. Or a machine which with one operator does a job that formerly required eight machines and eight operators.

However, the impact on the price structure from this source cannot be expected to exert much influence on near term price trends. Of greater significance during the coming months is the nation's foreign lending and export program. In the postwar period to date an important portion of production has been channeled into exports. As a result, prices of many commodities have been at levels higher than would have prevailed in the absence of foreign demand. However, the growing shortage of dollar exchange abroad raises some doubt as to the permanence of this source of demand for American goods. Unless foreign credits are continued

until such time as other nations are able to increase their shipments to this country in order to pay for our exports, one current important upward pressure on prices will decline in strength.

EMPLOYMENT

During the first half of 1947, the supply of and demand for labor were in closer balance than at any time in 1945 or 1946. Matching of workers with jobs became less difficult, and the majority of the veterans were absorbed satisfactorily by industry.

In June more civilians were employed in the nation than ever before, but in the Eighth District employment was still not as great as at the wartime peak. As a result, district unemployment is currently a somewhat higher proportion of the labor force than the national average, although no large labor surplus exists here. If future employment forecasts are correct, however, this district should approach by the end of the year the peak employment reached during the war.

Both employment and unemployment increased in the Eighth District during June due principally to seasonal factors. School graduates and summer workers who entered the labor market in large numbers more than offset employment increases in agriculture, construction, public utilities and service. A few scattered layoffs due to order cancellations, shortages or uneven flow of materials, labor disputes, etc., also resulted in some increased unemployment.

In contrast to 1946, a year of rapidly expanding employment in practically all industry groups, the first half of 1947 has been a period of relative stability. Non-agricultural employment in the five major labor market areas in the district has increased less than 1 per cent this year as compared with a rise of 7 per cent during the same months of 1946. Manufacturing has had the largest numerical, and construction the largest percentage increase in employment during the early part of this year, although these gains have been relatively minor when compared with the larger ones of 1946. Trade and service employment has increased slightly, that in mining and public utilities has remained fairly constant, and Government employment has decreased so far in 1947.

Evansville and St. Louis, each with an estimated 5,000 worker gain, have had the largest increases in total non-agricultural employment so far this year. Louisville has registered a rise of slightly less than

1,000; Memphis has had a drop of almost 2,500; and Little Rock employment has decreased almost 500. Manufacturing employment has increased in Evansville, Louisville and Little Rock, remained constant in St. Louis, and decreased in Memphis.

The estimated total non-agricultural employment of 1,164,000 in the five areas in May, 1947 was only 8,000 more than at the beginning of the year but was 95,000 more than in January, 1946. Current employment is 80,000 below the wartime peak but is almost a quarter of a million above the 1940 census figure.

INDUSTRY

Eighth District industrial activity in the second quarter remained at the high level reached in the first three months of the year. It was more than 15 per cent higher than in the second quarter of 1946. Increases in most manufacturing industries and in construction offset declines in the output of coal and crude oil.

The consumption of industrial power in the second quarter was 6 per cent higher than in the first quarter this year and was 14 per cent over the second quarter of 1946. In the first quarter the rise over the comparable months of 1946 was 18 per cent. The smaller gain from a year earlier in the June quarter is not to be taken as indicating a declining trend. Activity in the early months of 1946 was curtailed considerably by materials shortages and labor disputes and consequently the comparison with 1947 was distorted somewhat. All cities except Memphis reported an increase from the first quarter of 1947 and in each city consumption was larger than in the second quarter of 1946.

INDUSTRY

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Indiana	17.7		20 N -	1	11

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Manufacturing—Manufacturing operations in the June quarter averaged higher than in the first three months of the year and were at a substantially higher level than in the second quarter last year when schedules reflected work stoppages and shortages of materials and supplies. However, the gains this year have not been uniform. Production of chemicals, electrical equipment, paper, foods, and stone, clay and glass products was larger than in the first three months, output of shoes changed little, while whisky production and operations in the basic steel industry declined.

The St. Louis steel industry increased operating schedules in June to 65 per cent of capacity from 41 per cent in May. For the second quarter as a whole the industry was held to 57 per cent of capacity, due to work stoppages and maintenance requirements in May, as compared with 70 per cent in the first three months. Only 28 per cent of capacity was realized in the June quarter of 1946.

Lumber production increased only slightly in the second quarter, according to preliminary estimates, but output continued larger than in 1946. In the first four months production in the district states totalled 1.7 billion board feet as compared with 1.5 billion through April, 1946. Inventories of lumber held by mills and concentration yards in these states increased proportionately more than total U. S. stocks during the first four months. At the end of April district states' stocks amounted to 887 million board feet, an increase of 20 per cent since the end of 1946. Total U. S. stocks were expanded only about 10 per cent during the same period.

At the end of June there were fewer whisky distilleries in operation in Kentucky than at any time since the end of May, 1946. Only 25 distilleries were operating as compared with 40 at the end of May and 31 at the close of June, 1946. While the number of units in operation on a single day is not a fully adequate measure of production trend, there is increasing evidence that current cost levels plus difficulties encountered in selling whisky at present prices have resulted in substantial curtailment in output. Production in Kentucky this year has declined monthly from a peak of 12.6 million gallons in January to 8.3 million gallons in May.

In the first five months of 1947 district shoe factories produced more than 40 million pairs of shoes as compared with 37.5 million pairs in the same period last year. In April and May production was smaller than a year earlier but the unfavorable comparison results largely from the fact that in these two months last year, output was at or near the all-

time peak.

Meat-packing operations in the St. Louis area increased slightly in June and in the second quarter averaged approximately 10 per cent higher than in the first three months. The number of animals slaughtered under Federal inspection in the June quarter totalled 1.3 million as compared with 1.2 million in the first quarter. Slaughter of calves, hogs and sheep increased sharply but the number of cattle killed declined from 206,000 to 194,000. In the first six months of this year 24 per cent more animals were slaughtered than in the first half of 1946 and 9 per cent more than in the last six months of 1946.

Petroleum—Daily average production of crude oil in district states increased slightly in June, but in the second quarter output averaged less than in the first three months of 1947 and below that in the second quarter of last year. In each of the producing states except Arkansas, daily average output in the June quarter declined from a year ago. Daily production in Arkansas was higher than in the first quarter of 1947 and in Indiana was unchanged, but in Illinois and Kentucky output declined from the levels reported in the first three months. In the June quarter district output averaged 311,000 barrels per day as compared with 319,000 barrels in the first three months and 338,000 barrels in the second quarter of 1946.

Construction—Despite a sharp increase in building permits awarded in the major district cities during the three months to June 30, their value in the first half of the year was substantially less than in the same period last year when volume totalled \$45.9 million. Building permits valued at \$10.3 million were awarded in the major district cities in June, lifting the total for the second quarter to \$24.4 million as compared with \$13.6 million in the first three months and \$16.0 million in the second quarter of 1946.

The value of awards in each of the cities in the second quarter was larger than in either the first quarter of 1947 or the June quarter last year. These increases over a year ago contrast sharply to the declines which occurred in all cities in the first three months of 1947 as compared with a year earlier. However, only in Little Rock was the second quarter increase over a year ago sufficient to offset the unfavorable comparison earlier in the year.

TRADE

At reporting department stores in the Eighth District unseasonable weather combined with a two-week public transportation strike in St. Louis to produce a June, 1947, sales volume that was 19

per cent less than in May, 1947, and 2 per cent below June, 1946. On a seasonally adjusted basis, however, the dollar value of goods moving from the retailers' shelves was but slightly lower than during December, 1946. Some shortages are continuing to limit sales, but the number of products in low supply is diminishing. In terms of value, inventories of reporting department stores on June 30, 1947, were 4 per cent less than at the end of the previous month but were 12 per cent larger than those on June 30, 1946.

Women's apparel store sales during June were 36 per cent and 23 per cent, respectively, below the volume of the previous month and the comparable month in 1946. Dollar sales at St. Louis women's apparel stores during June, 1947, probably were curtailed more than at department stores by adverse weather conditions, the transit strike, changing styles and continuing consumer resistance to price and quality of merchandise. The value of inventories in these stores at the end of June, 1947, showed little change from May 31, 1947, and were 23 per cent smaller than on the corresponding date last year.

During June, dollar sales at reporting furniture stores were 12 per cent less than in May but were 11 per cent more than in June, 1946. Inventories (in dollars) at the end of June were virtually the same as at the end of the previous month but were 54 per cent higher than on June 30, 1946.

WHOLESALING

Lines of Commodities	Net	Sales	Stocks
Data furnished by Bureau of Census, U. S. Dept. of Commerce*	compar	, 1947 ed with June, '46	June 30, 1947 compared with June 30, 1946
Automotive Supplies Drugs and Chemicals Dry Goods Furniture Groceries Hardware Plumbing Supplies Tobacco and its Products Miscellaneous Total all lines** *Preliminary.	5 10 +12 2 17 2 +2	-11% +14 -20 +53 +18 -3 +59 +1 -3	% +-20 +-46 +-85 +-14 +-59 +-37

CONSTRUCTION

1	BUILD	ING PE	RMIT	3			
•	-	_	-		D		
N	ew Con	struction			Kepa	irs, etc	<u> </u>
Nu	mber	Co	st	Nur	nber		Cost
1947	1946	1947	1946	1947	1946	1947	1946
132	71	\$ 382	\$ 174	101	219	\$ 68	\$ 96
162	116	2,220	612	172	168	134	434
263	176	1,827	841	107	61	70	46
881	610	2,912	1,202	177	233	245	180
253	204	2,043	2,228	305	279	387	632
1,691	1,177	\$9,384	\$5,057	862	960	\$904	\$1,388
1,587	1,409	\$5,370	\$4,306	942	891	\$729	\$ 839
	Nu 1947 132 162 263 881 253 1,691	(Mc New Con Number 1947 1946 132 71 162 116 263 176 881 610 253 204 1,691 1,177	Month of J New Construction Number Co 1947 1946 1947 132 71 \$ 382 162 116 2,220 263 176 1,827 881 610 2,912 253 204 2,043 1,691 1,177 \$9,384	(Month of June) New Construction Number 1947 1946 132 71 \$ 382 \$ 174 162 116 2,220 612 263 176 1,827 841 881 610 2,912 1,202 253 204 2,043 2,228 1,691 1,177 \$9,384 \$5,057	New Construction Number 1947 1946 1947 1946 1947 1946 1947 1946 1947 1946 1947 1946 1947 1946 1947 1948 1	Month of June New Construction Repair	Month of June Repairs, etc

BANKING AND FINANCE

During the first six months of 1947, Eighth District member bank assets continued the decline begun in 1946, reflecting the cash redemption of Government securities and an apparent seasonal contraction in commercial, industrial and agricultural loans. The decline extended to nearly all major asset and liability items, the only exceptions being a continued expansion in real estate and "other" loans (mostly consumer), Treasury bonds, time deposits, borrowings and capital accounts. There was practically no change in the relative investment position of district member banks, earning assets constituting about 75 per cent of total assets both at the beginning and middle of the year.

The decrease in member bank resources was greater in reserve city banks than in country banks. Both loans and Government security holdings of reserve city banks were lower at mid-year than at the beginning, the former by \$66 million, the latter by \$61 million. But country banks, while experiencing about the same proportionate loss in Government securities, increased their loans \$50 million.

Total loans of Eighth District reporting banks dropped \$43 million during the first half of the year as compared to a net decrease of \$28 million during the first half of 1946. Commercial, industrial and agricultural loans accounted for most of the decrease with a decline of \$36 million. This was appreciably less, however, than the \$50 million drop in these types of loans during the same period last year. The decline in business and agricultural loans this year was about average and was due primarily to a seasonal decline in cotton loans. Commercial, industrial and agricultural loans were up slightly at each of the reporting centers except St. Louis and Memphis. A decrease of \$39 million was registered in the Memphis reporting banks which do a substantial amount of cotton financing.

Loans to others than brokers and dealers for purchasing and carrying securities were off \$22 million in the six months, most of the decrease being at weekly reporting banks in St. Louis and Louisville. Loans on real estate increased \$13 million, approximately the same as during the first half of 1946. Real estate loans were up slightly at all reporting centers but St. Louis reporting banks accounted for about three-fourths of the increase. Other loans, mostly consumer loans, gained only \$4 million to the end of June as compared to a gain of \$25 million in the same period last year. Increases of \$13 million at reporting banks in St. Louis and of \$2 million in Little Rock were largely offset by de-

DEPARTMENT STORES

Ft. Smith, Ark	er
Little Rock, Ark	
Little Rock, Ark	2.75
Quincy, III	3.04
Evansville, Ind. — 9 + 17 + 16 + 5 1.78 Louisville, Ky. — 16 + 6 + 12 + 23 2.33 St. Louis Areal — 20 — 5 + 10 + 15 1.92 St. Louis, Mo. — 20 — 6 + 9 + 14 1.92 E. St. Louis, Ill. — 20 + 75 + 96 Springfield, Mo. — 12 — 4 + 3 + 17 1.93 Memphis, Tenn. — 22 — 3 + 5 + 6 2.16 *All other cities. — 12 + 11 + 5 + 31 1.95	2.75
Louisville, Ky	2.17
St. Louis Area1	3.32
St. Louis, Mo	2.69
E. St. Louis, Ill	2.69
Springfield, Mo —12 — 4 + 3 +17 1.93 Memphis, Tenn —22 — 3 + 5 + 6 2.16 *All other cities —12 + 11 + 5 +31 1.95	
Memphis, Tenn	2.88
*All other cities	3.01
201 T D District 10 + 11 + 5 + 51 1.75	2.83
	2.84
*El Dorado, Fayetteville, Pine Bluff, Ark.; Alton, Harrisburg,	
Vernon, Ill.; New Albany, Vincennes, Ind.; Danville, Hopkinsv	ille,

Mayfield, Paducah, Ky.; Chillicothe, Mo.; and Jackson, Tenn.

Includes St. Louis, Mo., East St. Louis and Belleville, Ill.

Trading days: June, 1947—25; May, 1947—26; June, 1946—25.

Outstanding orders of reporting stores at the end of June, 1947, were

88 per cent less than on the corresponding date a year ago.

Percentage of accounts and notes receivable outstanding June 1, 1947, collected during June, by cities:

Instalment Expl. Instal

	alment counts	Excl. Instal. Accounts		alment counts	Excl. Instal. Accounts
Fort Smith Little Rock Louisville Memphis	28 31	51% 55 49 46	Ouincy	32 36	62% 58 56 54

INDEXES OF DEPARTMENT STORE SALES AND STOCKS 8th Federal Reserve District

	1947	1947	1947	1946
Sales (daily average), Unadjusted2	269	315	297	274
Sales (daily average), Seasonally adjusted?	299	321	306	305
Stocks, Unadjusted3	267	272	281	222
Stocks, Seasonally adjusted3		272	281	222

Daily Average 1935-39=100.
 End of Month Average 1935-39=100.

SPECIALTY STORES

	Net Sales			Stocks on Hand		ock 10ver
	compai		to same	June 30, 194 comp. with June 30,'46	June	30,
Men's Furnishings Boots and Shoes	—16% 8	+ 4% 4	+ 5% + 5	+35% +53	1.84 2.27	3.61 4.37
Percentage of according June collected during June Men's Furnishings Trading days: Jun	unts and	notes rec 19% I	eivable or Boots and	Shoes		45%

RETAIL FURNITURE STORES

_	Net Sales		June 30, 1947, compared with		_	
	June, 1947, compared with					tio of
	May, 1947	June, 1946	May 31, 1947		June, 1947	June, 1946
St. Louis Area1		+12% +14	-0 -% - 0 -	+69% +69	43% 44	45% 45
Louisville Area 2 Louisville	9	+25 +21	— 3 — 5	+45 +42	27 25	34 33
Memphis	23	-27	+ 1	+33	24	31
Little Rock	<u> </u>	$^{+28}_{+12}$	1	+31	30	37 *
8th District Total 3		+11	— 1 isiant sar	-+-54	37	40 Indodia

arately due to insufficient coverage, but included in

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

Includes St. Louis, Missouri; East St. Louis and Alton, Illinois.

Includes Louisville, Kentucky; and New Albany, Indiana.

In addition to above cities, includes stores in Blytheville, Fort Smith and Pine Bluff, Arkansas; Henderson, Hopkinsville, Owensboro, Kentucky; Greenville, Greenwood, Mississippi; Hannibal, Missouri; and Evansville, Indiana.

PERCENTAGE DISTRIBUTION OF FURNITURE SALES

_ Ju	1e, 1947	May, 1947	June, 1946
Cash Sales	20%	21 %	26%
	80	79	74
	100	100	10 8

creases of \$9 million and \$3 million, respectively, at Memphis and Louisville.

The decline in investments of district reporting member banks has been much less during the first half of 1947 than for the same period of 1946-\$48 million instead of \$225 million. The total on July 2 was \$1,098 million or \$272 million below a year ago. The major influence on member bank investments this year has been the cash redemption by the Treasury of \$7.7 billion of Treasury securities -\$2.0 billion of notes, \$4.5 billion of certificates and \$1.2 billion of bills. The result has been both a decline in total investments and some lengthening of Government security portfolios. On July 2, district reporting bank holdings of Treasury certificates were down \$26 million, Treasury notes \$23 million and other securities \$4 million from six months earlier. Government bond holdings were up \$5 million. The decrease in short term Government holdings and the increase in bonds characterized the adjustments in Government security portfolios at Memphis, Little Rock and Louisville banks. At Evansville and St. Louis, holdings of bonds and certificates of indebtedness decreased and Treasury note holdings increased. St. Louis reporting banks sold \$17 million of Government bonds and added \$8 million of Treasury notes.

The decline of loans and investments in Eighth District weekly reporting banks was reflected in a decline in deposits. The decrease, \$167 million, was accounted for mainly by a \$119 million reduction in interbank deposits and a \$47 million decline in Government deposits. The decline in interbank deposits was about the same as for the first half of 1946 but Government withdrawals from War Loan accounts were much smaller than the \$256 million decline during the same period last year. Demand deposits of individuals and business firms decreased only \$18 million and time deposits continued to increase, being up \$12 million. The pattern of deposit change was similar at all reporting centers except St. Louis where demand deposits of individuals and business firms increased \$13 million.

AGRICULTURE

Despite a number of unfavorable conditions a good crop year is now in prospect for farmers in the Eighth Federal Reserve District. Flood damage has been severe along the Missouri and upper Mississippi Rivers, and spring sown crops are two to three weeks later than normal. Wheat production, however, is at a record level and the estimated reduction in corn production is not as great in this district as for the nation as a whole. Cotton acreage is higher than last year, and the crop is reported in good condition, generally, throughout the district.

PRICES

WHOLESALE PR	RICES IN	THE U	NITED STA	TES
Bureau of Labor Statistics (1926=100) May, '47	Apr., '47	May, '46	May, '47 con Apr., '47	
All Commodities 146.9	147.7	111.0	-0.6%	+32.3%
Farm Products, 175.7	177.0	137.5	0.7	+27.8
Foods 159.8	162.4	111.5	1.6	+43.3
Other 131.7	131.8	103.9	-0.1	+26.8
CONS	UMER P	RICE IN	DEX	
Bureau of Labor	Apr. 15, 1947		May 15, '47 Apr. 15, '47	comp. with May 15, '46
United States 155.8	156.1	131.5	- 0.2%	+18.5%
St. Louis 154.5	155.0	129.5	— 1.3	+19.3
Memphis*	*	*	*	*
*Not available.				
RET	AIL FO	OD PRICE	ES	
Bureau of Labor Statistics June 15, (1935-39=100) 1947 U. S. (51 cities) 190.5	May 15, 1947 187.6 193.4		Tune 15, '47	Comp. with June 15, '46 +31% +34
St. Louis	188.1 180.0 201.6	139.1 135.6 153.6	+ 1 + 2 + 2	+36 +35 +34

BANKING

CHANGES IN PRINCIPAL ASSETS AND LIABILITIES FEDERAL RESERVE BANK OF ST. LOUIS							
FEDERAL RESERVE	DANK OF		ge from				
(In thousands of dollars)	July 16, 1947	June 18, 1947	July 17, 1946				
Industrial advances under Sec. 13b Other advances and rediscounts U. S. securities	\$	\$	\$				
			+ 30,154				
Total earning assets	======		=====				
Total reserves	650.475	+ 12,408 + 41,037 + 953	+ 8,790 + 14,679 + 18,060				
Industrial commitments under Sec. 13b	400	- 0 -	3,200				
PRINCIPAL ASSETS WEEKLY REPORTING (In Thousands of Dollars)	G МЕМВЕ	R BANKS Change					
Assets	July 16, 1947	June 18, 1947	July 17, 1946				
Total loans and investments	\$2,013,904	\$— 18,404	\$185,386				
(Commercial, industrial, and agric tural loans, open market paper) Loans to brokers and dealers in	se-	•					
Other loans to purchase and carry	8,605 se-		· ·				
Curities	129,340) + 1,936 - 854	+ 33,782 612				
Other loans	774,954 10,215	+ 6,123 $-$ 8,347	+118,767 9,400				
Certificates of indebtedness Treasury notes	135,058 ga-	810	98,765				
tions Other securities Total investments	143,614 1,238,950	— 1,284 — 24,527	- 36,340 14,055 304,153				
Cash assets Other assets Total assets	23,198	125	$\begin{array}{cccc} + & 21,794 \\ - & 1,028 \\ - & 164,620 \end{array}$				
Liabilities							
Demand deposits—totalIndividuals, partnerships, and corpo	ra-		\$202,678				
Interbank demand deposits U. S. Government deposits	580,028 20,468	+ 2,051 $+$ 3,882	+103,808 75,583 235,968				
Other demand deposits	471,809	2,573	+ 79,399 + 27,179				
Borrowings Other liabilities Total capital accounts Total liabilities and capital accounts * Other than interbank and Govern	14,359 163,793 2,768,278	- 825 - 303 + 2,684	- 893 + 9,007 -164,620				
hand or in process of collection.							

The July 1 figures on planted acreage and estimated production of corn reflect the relatively better crop condition in the district. Compared with 1946, a 2 per cent reduction in acreage in this area and a 19 per cent decline in output, contrast with a 5 per cent reduction in acreage and a 21 per cent drop in production for the nation. Largest production decreases in the district are forecast for Illinois (21 per cent), Indiana (25 per cent), and Missouri (21 per cent). Smaller declines are expected in Kentucky, Tennessee and Arkansas, and a 10 per cent increase is probable for Mississippi. The July 1 condition of the corn crop in district portions of Illinois and Indiana was better than their respective state averages. Besides, counties in the district portions of these states are normally favored with a growing season one to two weeks longer than counties outside the district. This should permit a larger proportion of late-planted corn to mature. Weather since the July 1 crop report was released has been favorable and corn production estimates for July 15 were increased from July 1 estimates by 158 million bushels.

ESTIMATED CORN ACREAGE AND PRODUCTION IN EIGHTH DISTRICT STATES
(In thousands)

Jul	y 1, 1947	Change from					
Acres	Production (bushels)		ly 1, 1946 Production		1, 1936-45 Production		
Arkansas 1,340 Illinois 9,024 Indiana 4,331 Kentucky 2,179 Mississippi 2,298 Missouri 4,386 Tennessee 2,189	29,480 406,080 173,240 71,907 40,215 135,966 61,292	-9% -05 -3 +4 -6 -0-	$ \begin{array}{r} -5\% \\ -21 \\ -25 \\ -12 \\ +10 \\ -21 \\ -7 \end{array} $	-32% $+8$ $+1$ -15 -19 $+1$ -16	-13% + 7 - 7 + 8 -11 +15 - 3		
District States 25,747	918,180	-2	—19	- 4	+ 3		
United States84,331	2,612,809	5	—21	 6	<u> </u>		

Even though the July 1 estimated 1947 corn crop in district states is considerably lower than last year's record crop, it is 3 per cent above the ten-

DEBITS TO DEPOSIT ACCOUNTS

(In thousands	June,	Мау,	June,	Tune. '47 (comp. with
of dollars)	1947	1947	1946	May, '47	June, '46
El Dorado, Ark\$				+ 4%	+35%
Fort Smith, Ark	32,481	31,033	39,303	+ 5	17
Helena, Ark	5,271	5,16 6	4,525	<u> </u>	+16
Little Rock, Ark	102,321	102,302	90,787	-0-	+13
Pine Bluff, Ark	18,895	18,898	19,007	-0 -	- 1
Texarkana, ArkTex.	8,351	8,529	8,336	2	-0-
Alton, Ill	21,981	20,473	19,051	+ 7	+ 15
E.St.LNat.S.Y.,III.	107,018	101,656	62,724	∔ 5	+ 71
Quincy, Ill	25,013	27,309	21,634	8	+ 16
Evansville, Ind	90,867	91,327	76,045	— 1	+ 19
Louisville, Ky	456,711	425,387	404,461	+ 7	+13
Owensboro, Ky	20,814	20,616	20,268	<u> i 1</u>	-1-3
Paducah, Ky	15,370	13,414	12,289	+15	+25
Greenville, Miss	12,673	12,625	12,406	-0-	+ 2
Cape Girardeau, Mo.	8,626	9,672	7,735	11	+12
Hannibal, Mo	6,552	6,563	5,875	-0-	∔ 12
Jefferson City, Mo	36,217	39,144	29,129	 7	-1-24
	1,340,059	1,259,948	1,202,051	+ 6	-11
Sedalia, Mo	9,844	9,807	8,327	-0-	+18
Springfield, Mo	53,823	51,464		+ 5	+17
Jackson, Tenn	14,632	14,995	12,611	<u> </u>	+16
Memphis, Tenn	361,383	375,987		4	+12
Totals\$	2,766,727	\$2,663,373	\$2,438,932	+ 4	+13

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year, 1936-45, average. Nationally, a drop of 1 per cent from the ten-year average is indicated.

Total grain supplies on hand July 1, plus prospective production for 1947 as of July 15, are 3 per cent less than last year, but are 13 per cent above the 1936-45 average. Reduced to a corn equivalent basis, there is expected to be available 727 million bushels more in 1947 than the average for 1936-45. However, 1947 supply will be 162 million bushels (corn equivalent) less than in 1946. With anticipated large exports of wheat, considerable competition can be expected for available grain. Total hay production is estimated to be 3 per cent above the 1946 crop and 11 per cent above the 1936-45 average, which will permit considerable substitution of hay for grain in livestock feed.

ESTIMATED GRAIN SUPPLY, UNITED STATES, 1947

	1947*	Change from		
(n	nillion pounds)	1946*	Av. 1936-45*	
Corn (56 lbs./bu.)	193,682**	9%	+ 5%	
Wheat (60 lbs./bu.)	88,560	+23	+36	
Oats (32 lbs./bu.)	48,212	 16	+2 0	
Barley (48 lbs./bu.)	13,674	- 4 8	- 1	
Rye (56 lbs./bu.)	1,412	∔35	33	
Total	345,540	3	+13	
* Includes carry-over July 1.	,		•	

** July 15 indicated production plus carry-over July 1.

Cotton acreage in district states is expected to be 10 per cent greater in 1947 than in 1946, but this gain is smaller than the 18 per cent increase forecast for the entire country. In the district increases in planted acreage over 1946 vary from 38 per cent in Missouri to 3 per cent in Mississippi.

ESTIMATED COTTON ACREAGE, EIGHTH DISTRICT STATES

ricicage	Change noin				
	July 1, 1946		Av. July 1, 1936-45		
(Thousands	(Thousand	F	(Thousands		
of acres)	of acres)	(Per cent)	of acres)	(Per cent)	
Mississippi 2,420	+ 71	+ 3%	- 226	9%	
Arkansas 2,070	<u> </u>	+20	50	2	
Tennessee 665	+ 40	+ 6	 71	10	
Missouri 440		+38	+ 36	+ 9	
District States 5,593	+ 574	+10	- 311	6	
United States21,389	+3,199	+18	-3,128	13	

AGRICULTURE

	3.0						
	May, '47, comp. with			12 mo. total June to May			
(In thousands May, of dollars) 1947	Apr., 1947	May, 1946	'46-'4	'4 <i>6</i> 7 '4	5-'47 Co 5-'46	mp. with '44-'45	
Arkansas\$ 23,144 Illinois 142,260	∔ . 1	+42% +35	\$ 499, 1,622,	211	+73% +38	+39% +43	
Indiana 77,754 Kentucky 26,160 Mississippi 17,183		$+31 \\ +36 \\ +33$	885, 472,	583	+29 +23 +16	+35 +13 4	
Missouri 69,393 Tennessee 28,404	- 6	+45 +39	959,	501	+40 +43	+34 +36	
Total\$384,298	+ 8	+37	\$5,234,	344	+37	+32	
RECEIPTS AND SHIPMENTS AT NATIONAL STOCK YARDS Receipts Shipments							
June	, Cha	Change from		une,	Change from		
1947	-	47 June,	461	947	May,'4	7 June,'46	
Cattle and Calves167,28 Hogs239,47	7 + 8	+210		,814 ,024	$^{+28\%}_{+21}$	+102	
Horses		- 89 20	80	923 ,729	-41 +16	- 89 12	
Total540,02	7 +16	+ 40	236	,490	+21	8	