

TEXAS BUSINESS REVIEW

A Monthly Summary of Business and Economic Conditions in Texas
BUREAU OF BUSINESS RESEARCH : THE UNIVERSITY OF TEXAS

NEW CONCEPT IN INDUSTRIAL DEVELOPMENT *by* James J. Kelly / THE BUSINESS SITUATION IN TEXAS
by Francis B. May / 1964 DIRECTORY OF TEXAS MANUFACTURERS *edited by* Marie Fletcher

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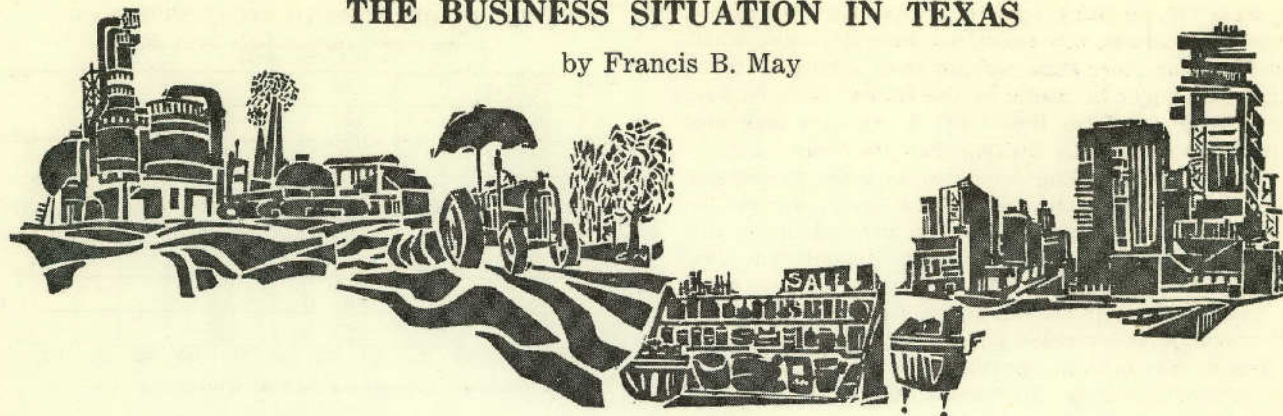
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THE BUSINESS SITUATION IN TEXAS

by Francis B. May



IN FEBRUARY THE SEASONALLY ADJUSTED INDEX OF TEXAS business activity rose to a historical high of 146.6% of its average value during the 1957-59 base period. This was the second consecutive monthly peak for the index, for its January value of 142.9% was also a record high. The 3% increase in February over January placed the index 10% above its February 1963 value. Increases in a majority of the barometers of Texas business show that the upturn was widely diffused among all of the sectors of the state's economy.

Miscellaneous freight carloadings rose 1% in February after seasonal adjustment. At 78.2% of its 1957-59 monthly average value the index was at its highest level since October of last year. It was the highest February value since 1961. This index has a long way to go in order to attain its high of 137.9% in April 1948; however, the average value for 1963 exceeded its 1962 average, reversing a long decline. It appears that vigorous efforts by the rails to be more competitive are paying off. As a result of the income tax reduction, the nation's railroads

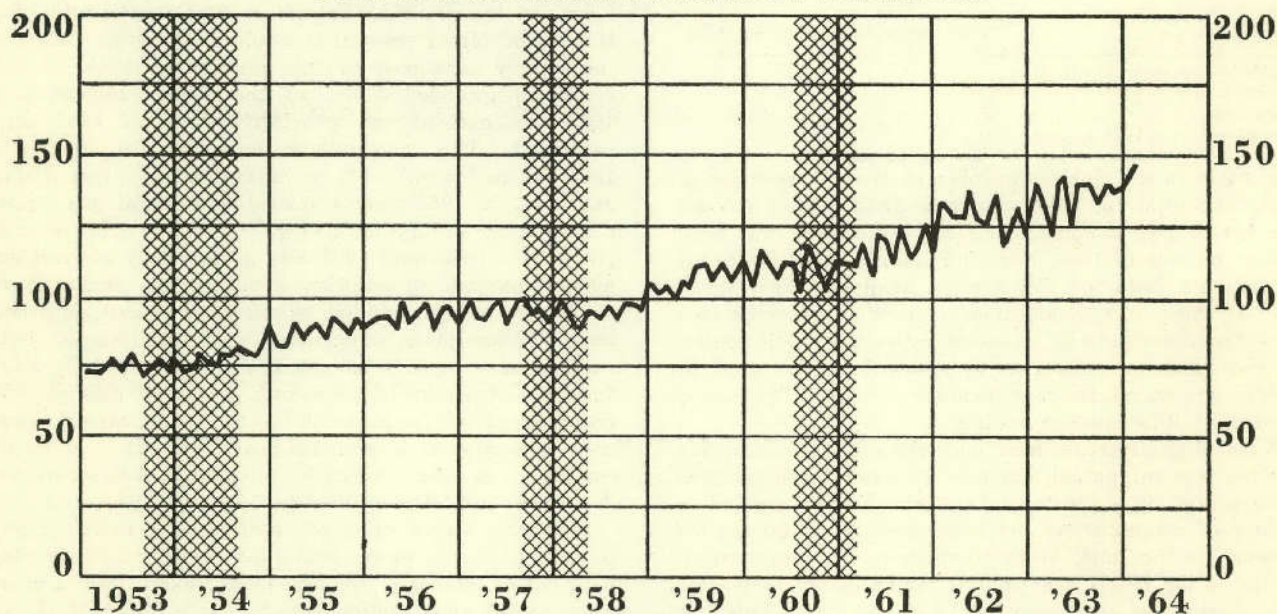
are planning to raise their investment expenditures one-fourth higher this year than in 1963. More than three-fourths of this outlay is allocated to equipment. This is a postwar record for this proportion. Better rolling-stock and faster schedules will put the rails in a much better position to compete in the transportation market.

Seasonally adjusted production of crude petroleum production declined 2% in February. At 96.6% of its 1957-59 monthly average the index was 5% above February 1963. United States production in February was up 1.1% above February 1963. Total United States imports of crude oil were 4.3% above February 1963. February refined products imports were 5.8% above the comparable 1963 month. End-of-the-month stocks of crude oil were 0.4% higher for February than the comparable 1963 figure.

Total new oil wells completed, total footage drilled, and wildcats completed in January for all areas of the country were above January 1963 levels. Total wells drilled were 3,741, up 5.1% over January 1963. At 16,462,955 feet, total footage drilled was up 7.8%. Total wildcats in Jan-

TEXAS BUSINESS ACTIVITY

INDEX—ADJUSTED FOR SEASONAL VARIATION—1957-1959 = 100



NOTE: Shaded areas indicate periods of decline of total business activity in the United States.

uary were 740, up 20.3% over the comparable 1963 month. Of the 740 wildcats, 675 (or 91%) were dry holes which yielded nothing more than perhaps some geological information that might be useful in the future. Data on January drilling are from *World Oil*. It appears that 1964 will be a better year for drilling than 1963 was.

An increase in drilling is needed in order to increase United States petroleum and natural gas reserves. Between 1961 and 1962 proved reserves of crude oil in this country declined 369.3 million barrels. In only one year since 1951 have crude oil reserves increased by as much as a billion barrels. This was in 1959. In 1957, 1960, and 1962 consumption exceeded additions to reserves, resulting in a decline in total reserves. The largest addition to reserves resulting from discoveries of new fields and of

SELECTED BAROMETERS OF TEXAS BUSINESS

(1957-59=100)

| Index | Percent change | | | | |
|---|----------------|----------|--------------------|--------------------|--------------------|
| | Feb 1964 | Jan 1964 | Feb 1964 from 1963 | Jan 1964 from 1963 | Feb 1964 from 1963 |
| Texas business activity..... | 146.6 | 142.9 | 182.8 | + 8 | + 10 |
| Miscellaneous freight earloadings in S.W. district..... | 78.2 | 77.6 | 75.8 | + 1 | + 3 |
| Crude petroleum production..... | 96.6* | 98.3* | 92.2r | - 2 | + 5 |
| Crude oil runs to stills..... | 116.8 | 112.4 | 111.5 | + 4 | + 5 |
| Total electric power consumption..... | 153.1* | 149.8* | 138.8r | + 2 | + 10 |
| Industrial power consumption..... | 144.4* | 135.3* | 128.7r | + 7 | + 12 |
| Bank debits..... | 147.3 | 144.3 | 133.1 | + 2 | + 11 |
| Ordinary life insurance sales..... | 156.5 | 141.4 | 131.1 | + 11 | + 19 |
| Total retail sales..... | 123.6* | 125.8* | 118.9r | - 2 | + 4 |
| Durable-goods sales..... | 126.5* | 143.5* | 123.5r | - 12 | + 2 |
| Nondurable-goods sales..... | 122.0* | 116.7* | 116.6r | + 5 | + 5 |
| Urban building permits issued..... | 129.0 | 130.3 | 139.5 | - 1 | - 8 |
| Residential..... | 115.6 | 122.6 | 115.3 | - 6 | ** |
| Nonresidential..... | 152.8 | 150.2 | 175.9 | + 2 | - 13 |
| Total industrial production..... | 125* | 122 | 116r | + 2 | + 8 |
| Total nonagricultural employment in Texas..... | 110.4* | 109.8r | 107.7r | + 1 | + 3 |
| Manufacturing employment in Texas..... | 108.3* | 107.7r | 104.4r | + 1 | + 4 |
| Average weekly earnings—manufacturing..... | 115.1* | 114.7r | 110.4 | ** | + 4 |
| Average weekly hours—manufacturing..... | 101.8* | 99.7r | 100.5 | + 2 | + 1 |

Adjusted for seasonal variation.

*Preliminary.

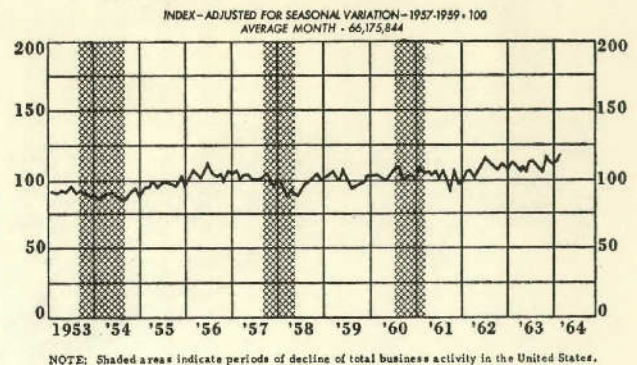
rRevised.

**Change is less than one-half of 1%.

new pools in old fields since World War II occurred in 1949. The total for that year was 890.4 million barrels. The lowest postwar addition from this source was 253.9 million barrels in 1960. The 1962 addition was 380.6 million barrels. Data for 1963 are not available. Since World War II the principal additions to new oil reserves have come from revisions of previous estimates of oil content of reservoirs and extensions to known fields. We must intensify our search for new domestic reserves. This means a substantial increase in drilling.

Natural gas reserves have not declined at any time during the postwar period, but new discoveries are less than consumption by a substantial margin. Extensions and revisions of estimates for old fields have made up the difference in the past. With production at more than 13 trillion cubic feet a year in 1962 and steadily increasing, new discoveries must come at a faster rate. This, too, means more drilling.

CRUDE OIL RUNS TO STILLS IN TEXAS



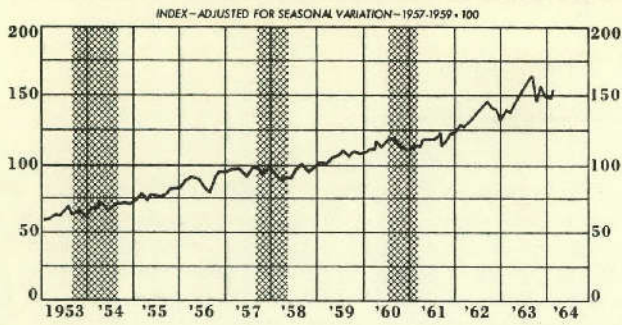
NOTE: Shaded areas indicate periods of decline of total business activity in the United States.

A 4% increase in the seasonally adjusted index of crude oil runs to stills in February placed this index at an all-time high of 116.8% of its 1957-59 monthly average. This level was 5% above February 1963. February demand for distillate fuel oil was down from the corresponding 1963 month, according to data gathered by the petroleum department of the Chase Manhattan Bank. February 1964 weather was normal, but February 1963 was an unusually cold month. February gasoline demand was 1.2% greater than the same month of last year. Residual fuel oil demand was down from the February 1963 volume but not as greatly as distillate fuel oil demand. As a result of high February refinery runs, inventories of gasoline were up 1%, of kerosine were up 26.7%, and of distillate fuel oil were up 28.4%. High inventories of distillate fuel oil have resulted in price weakness. Midwest and West Coast gasoline prices dropped also. At the end of February gasoline inventories totaled 211 million barrels. This was 50.3 days' supply at the February average daily rate of consumption.

An analysis of month-to-month and year-to-year changes reveals only short-run variations in the petroleum producing and refining industries. Data on annual consumption of energy fuels and energy from waterpower published in the *Monthly Petroleum Statement* of the U.S. Bureau of Mines show that crude oil provided 32.3% of the energy consumed in this country in 1945. In 1963 crude oil provided 37.3% of the energy consumed. In 1945 dry natural gas provided 12.6% of the energy consumed. This percentage increased to 29.7% in 1963. An additional 1.5% of energy consumption in 1945 and 3.4% in 1963 were provided by natural gas liquids, a co-product of dry natural gas. The 5% drop in crude oil between 1945 and 1963 was absorbed by natural gas, which absorbed in addition a substantial share of the market formerly supplied by bituminous and anthracite coal. The low price, convenience, and cleanliness of natural gas have made it an irresistible competitor in boiler fuels and space-heating markets. It cannot compete with gasoline as fuel for automobiles, but it has caused a drop in consumption of bituminous coal from 46.5% of energy consumed in 1945 to 21.7% in 1963. Anthracite has dropped from 4.2% in 1945 to 0.8% in 1963.

February consumption of total electric power and of industrial electric power both experienced gains over January after seasonal factors were taken into account. Total power consumption rose 2% to a value of 153.1% of average monthly consumption during the 1957-59 base

INDEX OF TOTAL ELECTRIC POWER CONSUMPTION



NOTE: Shaded areas indicate periods of decline of total business activity in the United States.

period. This was the highest February value in the history of this index. Industrial power consumption rose 7% over January to 144.4% of average base-period consumption, an all-time peak for this index. Rapidly growing power consumption is indicative of a rapidly growing economy.

ELECTRIC POWER CONSUMPTION

| Use | Feb* 1964 | Jan* 1964 | Feb† 1963 | Percent change | |
|-------------|--------------|--------------|--------------|------------------------------|------------------------------|
| | | | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| TOTAL | 4,904,602 | 5,092,744 | 4,447,700 | - 4 | + 10 |
| Commercial | 768,221 | 791,149 | 722,335 | - 4 | + 6 |
| Industrial | 2,998,553 | 3,011,502 | 2,671,358 | ** | + 12 |
| Residential | 1,014,283 | 1,154,825 | 958,253 | - 12 | + 6 |
| Other | 128,545 | 135,268 | 95,749 | - 5 | + 34 |

*Preliminary—based on reports of 10 electric power companies reported to the Bureau of Business Research and leveled to Federal Power Commission preliminary data.

†Revised to preliminary Federal Power Commission data.

**Change is less than one-half of 1%.

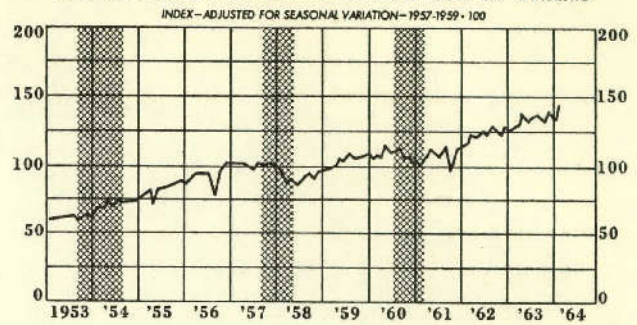
Seasonally adjusted sales of ordinary life insurance were 11% above January and 19% above February of last year. At 156.5% the index level was second only to its all-time peak of 165.0 in October 1963. It was the highest February value in the history of the index.

The seasonally adjusted index of total retail sales declined 2% in February because of a drop in sales of durables. A rise in sales of consumers' nondurables of 5% was not sufficient to counteract the drop in sales of durables. A comparison with February 1963 shows all three indexes to be above their year-ago levels.

Urban building permits issued in February declined 1% after seasonal adjustment to a value 8% below February 1963. A drop in residential permits caused the decline. Nonresidential permits rose but not enough to prevent the drop in the index of total permits. Declines in authorizations for both single-family residences and apartments caused the drop in residential permits. Although below its January value, the index of total urban permits in February was the second highest in the history of this index. It was exceeded only by the very high reading of 139.5% registered in February 1963.

The seasonally adjusted index of industrial production for the state prepared by the Dallas Federal Reserve Bank rose 2% in February to 125% of its 1957-59 aver-

INDUSTRIAL ELECTRIC POWER USE IN TEXAS



NOTE: Shaded areas indicate periods of decline of total business activity in the United States.

age. It was 8% above February 1963 and an all-time high for the index. All components of the index contributed to the increase.

Total nonagricultural employment in the state rose 1% in February after allowance for seasonal factors. This index and others measuring employment and earnings in Texas are based on data provided by the Texas Employment Commission. Manufacturing employment matched the 1% increase in total nonagricultural employment.

BUSINESS ACTIVITY INDEXES IN 20 TEXAS CITIES

(1957-59=100)

| City | Feb 1964 | Jan 1964 | Feb 1963 | Percent change | |
|----------------|-------------|-------------|-------------|------------------------------|------------------------------|
| | | | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| Abilene | 123.8 | 134.6 | 117.6 | - 8 | + 5 |
| Amarillo | 144.0 | 150.5 | 124.4 | - 4 | + 16 |
| Austin | 169.6 | 155.6 | 165.4 | + 9 | + 3 |
| Beaumont | 130.6 | 140.8 | 110.3 | - 7 | + 18 |
| Corpus Christi | 122.3 | 123.1 | 116.1 | - 1 | + 5 |
| Corsicana | 122.9 | 110.6 | 116.7 | + 11 | + 5 |
| Dallas | 159.0 | 143.9 | 149.9 | + 10 | + 6 |
| El Paso | 113.8 | 128.8 | 111.2 | - 12 | + 2 |
| Fort Worth | 118.1 | 123.0 | 113.9 | - 4 | + 4 |
| Galveston | 105.8 | 111.9 | 94.2 | - 5 | + 12 |
| Houston | 157.5 | 148.7 | 131.0 | + 6 | + 20 |
| Laredo | 143.7 | 138.1 | 136.1 | + 4 | + 6 |
| Lubbock | 161.6 | 187.8 | 141.2 | - 14 | + 14 |
| Port Arthur | 103.3 | 111.1 | 96.2 | - 7 | + 7 |
| San Angelo | 121.2 | 134.3 | 111.5 | - 10 | + 9 |
| San Antonio | 134.5 | 140.2 | 131.9 | - 4 | + 2 |
| Texarkana | 166.1 | 161.7 | 131.7 | + 3 | + 26 |
| Tyler | 127.8 | 131.6 | 114.0 | - 3 | + 12 |
| Waco | 134.6 | 136.4 | 127.5 | - 1 | + 6 |
| Wichita Falls | 123.8 | 127.7 | 116.4 | - 3 | + 6 |

Adjusted for seasonal variation.

Average weekly earnings in manufacturing in February were less than one-half of 1% above January after allowance for seasonal influences. They were 4% above February 1963.

Average weekly hours in manufacturing rose 2% on a seasonally adjusted basis to a value of 101.8% of 1957-59. At this level the index was 1% above February 1963.

The table of seasonally adjusted business activity indexes in twenty Texas cities showed gains in February for six cities, including Dallas and Houston, and losses in fourteen. A comparison with February 1963 showed gains for all twenty.

NEW CONCEPT IN INDUSTRIAL DEVELOPMENT

by James J. Kelly

Managing Editor, Texas Business Review

MOST OF THE CITIZENS OF TEXAS WHO WENT TO THE POLLS on February 15, 1876 were cotton farmers and ranch hands. They voted in the social and economic climate being maintained by the Old South conservative forces that had finally succeeded in wresting control of the state from northern sympathizers. The economic base of the state was agriculture. Industrial growth—oil and manufacturing—was still far in the future. It is widely held that the state constitution adopted that day was written from a philosophy of protecting the state and its citizens from Reconstruction "carpetbaggers." The new constitution was exceptionally long, filled with statutory as well as constitutional provisions, and it included, among many others, the concept embodied in Section 59 of Article XVI.

No Appropriation for Immigration—The Legislature shall have no power to appropriate any of the public money for the establishment and maintenance of a bureau of immigration or for any purpose of bringing immigrants to this State.

It is this section which is generally believed to have been written to discourage the influx of Northern carpetbaggers, however, clauses with similar language and intent were written into the constitutions of several other states not involved in the Reconstruction Era.

This section of the constitution had a profound, long-term effect; it was interpreted to prohibit the state government from attracting either tourists or new industry. The result was that industrial development and tourist attraction activities became a function of individual communities and business firms interested in promoting the economic well-being of relatively small, specific localities.

Now Texas must compete. Industry in the United States has been expanding rapidly since the end of World War II. According to a recent study of the Texas Research League, all of the United States now have some type of state-financed industrial development program, but the majority of these programs are of recent origin—most of them date back no further than 1945. The oldest program, that of Mississippi, was initiated in 1936. The competition between states for new industry and branch plant locations has forced almost every state government to increase budget and staff for industrial development efforts. Texas was the last state to appropriate funds to the job of attracting new industries. Although a latecomer, the state has managed to produce a concept that may very well provide the future pattern in industrial development for other states to follow.

The normal method of approach employed by industrial development agencies in most other states involves a tight control by the state agency of the whole sequence of events from advertising, contacting the prospect, researching his needs, showing him available sites, making financial arrangements, and helping find answers to the myriad questions and problems attendant on plant location. The theme of these endeavors seems to be "Once you have found him, never let him go."

Texas took a different tack. The state has vast distances and significant differences in topography, climate, natural resources and in ethnic and cultural background of its people. Because of this diversity and because the state government was prohibited from advertising to immigrants, the problem of attracting industry to Texas had been dealt with by industrial development groups formed by and interested in the local community. It has been estimated that in excess of 1,000 organizations in Texas were involved in prospecting for new plants when the constitutional amendment was passed in 1958 permitting the state to advertise Texas' natural resources. Chambers of commerce, utility companies, banks, and railroads sometimes cooperated, but more frequently competed, with each other for the coveted business firm attracted by the possibility of manufacturing or distributing its products in the state.

When the Texas Industrial Commission was given a full-time staff in 1962, this vigorous, if diverse, industrialization effort was being conducted in the state by local authorities. The Texas Industrial Commission took the position of complementing and coordinating existing development programs. Now, after two years of operation under this philosophy, the unique relationship between the state industrial development agency and the many local organizations throughout the state is paying dividends. So effective has been the program since its inception that a recent survey showed that Texas had advanced to second place in the nation in acquisition of new plants during 1963.

In recognition of the rapid development of the program, the state of Texas was selected winner of the 1963 Professional Trophy Award, presented annually by the Society of Industrial Realtors to the state or Canadian province with the most effective industrial development program. In making the award the Society representatives wrote that the Commission, under the direction of Chairman E. B. Germany of Grand Saline and Executive Director Harry W. Clark, had "developed an imaginative, vigorous industrial development program." Texas, the judges wrote, had made great industrial development progress without benefit of any type of state financial assistance to industry, common in many other states. One judge said, "The Texas program is sound all around and is faced with a very considerable problem composed of space, diverse economies, and small budget. Ingenuity is required, and its use is evident in many features of the program. Private enterprise is a principal feature, and the program is structured to gain momentum over the years."

Most of the problems involved in developing an industrial program for Texas derive primarily from the size and diversity of the state. It is to the credit of the Commission and to the earlier investigative work of the Texas Research League that the state has been able to turn some of the difficulties to advantage. Much work remains to be done.

The biggest problem, that of coordinating and complementing, is compounded by size and diversity. It has been mentioned above that more than 1,000 industrial developers are—at the city, county, or regional level—engaged in industrial development programs. These efforts range from part-time to full-time and are conducted at all levels

**RESPONSES TO THE 1963 ADVERTISING PROGRAM,
TEXAS INDUSTRIAL COMMISSION**

| State | Number of responses |
|-------------------|---------------------|
| New York | 95 |
| California | 45 |
| Ohio | 45 |
| Pennsylvania | 34 |
| Illinois | 33 |
| Massachusetts | 30 |
| New Jersey | 30 |
| Connecticut | 29 |
| Michigan | 18 |
| Indiana | 14 |
| Missouri | 14 |
| Minnesota | 13 |
| Wisconsin | 13 |
| Virginia | 12 |
| Oklahoma | 11 |
| Florida | 10 |
| Maryland | 10 |
| Tennessee | 10 |
| Georgia | 9 |
| North Carolina | 9 |
| Alabama | 7 |
| Iowa | 7 |
| Canada | 7 |
| Colorado | 6 |
| Kansas | 4 |
| Washington, D. C. | 4 |
| Arizona | 3 |
| Mississippi | 3 |
| Nebraska | 3 |
| Washington | 3 |
| Delaware | 2 |
| Kentucky | 2 |
| Louisiana | 2 |
| New Hampshire | 2 |
| Oregon | 2 |
| Rhode Island | 2 |
| Arkansas | 1 |
| Idaho | 1 |
| Hawaii | 1 |
| Maine | 1 |
| North Dakota | 1 |
| South Carolina | 1 |
| Vermont | 1 |
| Mexico | 1 |

Source: Texas Industrial Commission.

of sophistication. The state unquestionably has the largest number of development programs in the nation.

Texas has 21 metropolitan areas and 840 incorporated communities scattered over 263,513 square miles. How is the question answered when an out-of-state industrialist asks about power rates in Texas? Consider that here are 12 major investor-owned electric utility companies, 56 municipally owned power plants, 3 state river authorities, 54 REA and 3 Federal power plants, and 17 major natural gas distributing companies. There is no easy answer.

Despite growing acknowledgment of the importance of industrial development to the state and heightened competition between the various states, public funds currently appropriated in Texas for industrial development are

extremely limited. The Industrial Commission has total resources of \$179,733 a year to carry out all program activities, a sum considerably smaller than many other aggressive industry-seeking states spend for this purpose.

A factor which to some degree tends to obscure the importance of industrial development in the minds of some people is a clinging ruralism still reflected in some parts of the state. Texas has been economically fortunate in the past with such bonanzas as a sound agricultural base, a thriving cattle industry, incredible petroleum wealth, and an abundance of lucrative defense installations. With this strength over several decades, the state has been slow to recognize the urgency of developing diversified industry.

Not only is Texas big, but it offers a challenging puzzle of widely diversified economic factors. The economic base of the state has been broadened to contain such income producers as agriculture, mining, manufacturing, tourist trade, federal government installations, and foreign exports. Particular development problems often arise because of the special interest of these various fields.

Social conditions are as diversified as economic conditions. Texas was originally settled by ethnic, national, and religious groups, and even today many cities and regions have close social and cultural ties to the original settlers. The development interest of these groups is varied and often creates problems.

The state's continued population growth, plus its dramatic shift of population from rural areas to metropolitan centers has spawned another type of problem. Most new plants tend to locate in a few metropolitan centers, further complicating development problems in those areas and aggravating the serious challenge of declining small-town and rural population. Last year, more than half of all new plants went to Harris, Dallas, and Tarrant counties.

Many of these problems can be dealt with by state and local industrial organizations, but the problem of education is one which demands a wider, deeper approach. The purpose of industrial development is, of course, to improve the economic well-being of the residents of the community by providing more payrolls and ultimately a growth in personal income. Per capita personal income in Texas, even though showing a consistent rise each year, has never been as high as that for the United States. During the decade of the 1950's, income in Texas remained at a level between 85% and 90% of per capita income in the nation. Increased industrialization of the state is one answer to this problem. Improvement of tourist business is another.

But the effort to raise incomes in the state must go deeper than economic development. The accompanying chart shows the relation between per capita income in each of the United States and the educational level of the people of the state. This very clear, positive correlation points to the need for continued effort to improve the educational level of all Texans. Industrialization implies a higher level of competence to deal with the concepts of new technology; an improved competence is needed at all levels of the labor force from the physical scientist producing electronic gear for space vehicles to the worker in the new, automated food canning plant.

The site selection factors of climate and general social and cultural amenities are relatively important to an ex-

panding or relocating manufacturer. In many cases, research into these factors goes no further than the impression held by the company's officials of the general nature of the locality under consideration. For many in other states, Texas connotes a picture of desert wasteland with a few gaunt steers in the foreground and scattered derricks of an oil field on the horizon. There is a less clearcut, but nonetheless widely held, impression of intellectual and cultural barrenness evoked with this picture. Overcoming this erroneous impression is a foremost prerequisite, not only to industrial development, but also to tourist attraction activities.

Ultimately, industrial development comes face to face with the problem of finding the prospect. Research is being conducted by many firms of the feasibility of establishing or relocating a plant and of where to put it. As this research goes forward, every development agency in the country and many outside, are attempting to tell the story of their own localities. The competition is active, and the prospect is often reluctant to be discovered. Finding him requires ingenuity, perseverance, energy, and experience. The members and staff of the Texas Industrial Commission are well aware of the myriad problems attendant upon the conduct of a thorough industrial development program. The prize winning entry submitted by the Commission to the Society of Industrial Realtors stated the operational policy under which the program would be conducted.

Fully recognizing these factors, and with the aim of avoiding duplication of effort, the Texas Industrial Commission has as basic policy concentrated in two program areas: (1) Complementing and coordinating existing broad-scale and highly effective development programs already being conducted by private business and local communities, and (2) Providing an information center through which a state advertising program can be administered and from which important factual data pertinent to all phases of industrial development may be obtained.

In so directing its efforts, the Commission has adopted a most interesting and unique concept under which its role is that of an "activist consultant." In so doing, it has been able to effectively perform as the catalyst which helps mobilize and activate the impressive team of development talent to maximum utilization. Under the concept, the Commission carries out a positive program, sometimes initiating, sometimes executing—at times "carrying the ball" if the ball needs carrying—but more often "coaching" to encourage others to carry the ball.

When the problems have been identified and clearly understood and policy stated in such a way as to deal with those problems, there remains the identification of the key groups and the choice of programs and media which will most effectively motivate those groups to act.

Working from the policy of complementing and coordinating and providing a center of information, the Texas Industrial Commission has identified the following as the principal targets for the state agency's industrial development programs.

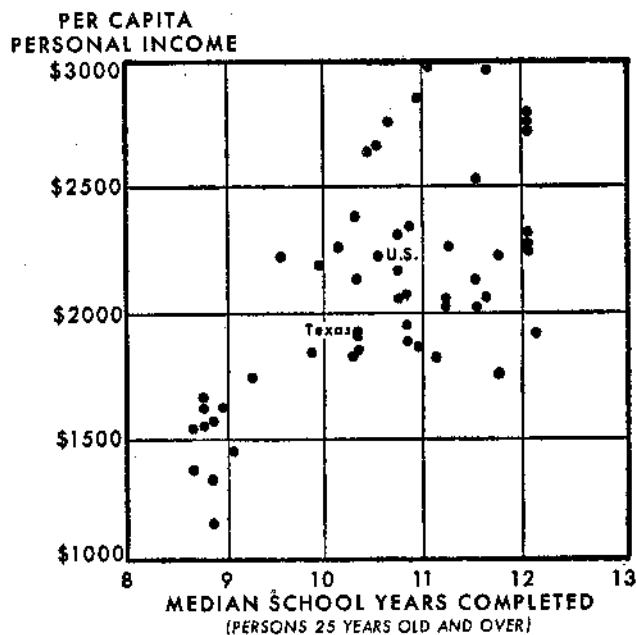
- (1) Community development agencies. This group con-

sists of chambers of commerce and industrial development foundations—city, county, and regional. There are estimated to be more than 600 such organizations in the state.

- (2) Private development agencies. There are 280 professional development personnel at work in Texas; 63 of these are members of the Society of Industrial Realtors, and the remaining 217 are full-time professional developers.

- (3) Industrial firms located in Texas. The 1964 *Directory of Texas Manufacturers* lists more than 10,500 manufacturing plants in Texas. A large number of these plants has the potential for expansion—either in the present community or in another Texas location. In addition to expansion of existing plants, there is the real possibility of increasing employment by expansion of markets overseas. Texas is in a fortunate position to expand the export of manufactures and of agriculture and mining.

EDUCATIONAL LEVEL AND PER CAPITA INCOME, UNITED STATES, 1960



- (4) Industries located outside of Texas. Of the innumerable firms with expansion potential, there exist a large number that can be attracted to Texas to take advantage of existing markets, raw materials, amenities, and other site location factors. In the context of the policies of the state industrial development effort, the problem of prospecting takes a relatively less important position to the problem of communication and education directed to the state's many development organizations.

An outline of the programs of the Texas Industrial Commission provides a working blueprint of activities for any agency involved in industrial development. It is incumbent upon those concerned with the effort in Texas communities to understand fully all the benefits and services available from the state agency. Every development organization in the state should be fully informed of all the activities being conducted in their behalf so that they may derive full value from the efforts of the Commission.

TIC Organization and Programs

The Texas Industrial Commission is headed by Chairman E. B. Germany of Grand Saline. The Commission is composed of 8 other members. The executive director is Harry W. Clark, and assistant executive director is Bill R. Shelton.

The executive director of the Commission is primarily responsible for the external functions of the agency, such as meeting with private industrial development executives, developing and interpreting the agency program, speaking and writing on industrial development, and coordinating the efforts of private groups in the field. Some of his time is devoted to encouraging other groups to undertake and underwrite research problems related to industrial development. In short, he is the liaison for efforts to attract new industry and to encourage expansion of existing industry.

The assistant executive director is responsible for production; he acts mainly in a supporting capacity dealing with routine matters internal to the operation of the agency. He supervises production of the newsletter. It is his responsibility to explore new research projects for which the executive director can then find the necessary talent and funds. The community coordinators report to the assistant executive director. The assistant executive director is charged with handling the bulk of day-to-day office routine.

Each activity of the Commission has been designed to implement the policy established, and it is possible to identify each program with the group toward which it is aimed. Since there are many programs which reach more than one audience, the list that follows is arranged in general order to follow the interests of communities now engaged in industrial development or contemplating the initiation of a program.

Community Coordinators. The principal effort of the Commission in reaching the local industrial effort is achieved by the community coordinators. Two full-time staff employees are assigned the job of working with the communities of Texas in their local industrial development programs. The state is divided by a line from Dallas-Fort Worth through San Antonio to Corpus Christi. Allen Searight works with communities to the west of the line, and Tom McKeown works with communities to the east. Special attention is paid to the economic problems of the smaller communities. These men divide their time equally between Commission offices and field work.

Community Profile. A standard, one-sheet form is recommended to the communities which contains essential industrial development information. More than 200,000 community profile sheets have been distributed by the Commission. These can be used as supplementary pieces for industrial solicitation or as educational pieces for local use by service station attendants, and others who might have contact with the public.

Operation TIPS, Texas Industrial Planning Seminars. Since September 1963, Texas communities have been invited to participate in an all-day planning seminar devoted to their specific problems. These one-day meetings held in Austin at the Capitol present specific ideas, suggestions, plans, and programs for local action. Governor Connally, TIC staff members, and officials of other state departments all participate in these seminars aimed at

giving advice and counsel designed specifically for the participating community.

Economic Planning. The Commission has prepared and distributed a 32-page brochure entitled *Goals for Texans*. This is a projection of the industrial potential of Texas during the fifteen-year period, 1962-1977. Each of the Standard Industrial Classifications of industry is projected from its 1962 status in the number of plants and employees to its potential in 1977. Information is given as to the basis of the projection, and suggestions are indicated as to how this growth might be obtained. Local regional groups are using this as a guide for the development of their own "goals."

IDEAS Newsletter. This monthly, 4-page newsletter is sent to a list of more than 1,400 interested individuals and organizations. Reported are new industries locating in Texas, and information on conferences, meetings, books, articles, and other data of value to industrial developers.

Finance Seminar. In cooperation with the Texas Mortgage Bankers Association, a state-wide, one-day seminar was held to outline methods of securing capital mortgage financing by local development groups. More than 150 interested local leaders attended this session and received expert counseling on methods of financing for local industrial development efforts. Since Texas is one of the few states without any public financing for industrial site and building acquisition, the Commission played the role of catalyst in bringing interested groups together for the benefit of local effort.

Suspect List. On a regular basis the Commission offers a list of names and addresses of respondents to the national advertising program. Local and regional groups use this for follow-through with their own material. An industrial request for confidential handling is respected and these prospects are not distributed by this medium.

Inquiry Forwarding Sheets. Upon receipt of bona fide requests for specific economic information, inquiry forwarding sheets are individually prepared for distribution. These sheets provide as much detailed information as available about the inquiring firm so that local or regional groups filling the economic requirements of the prospect may follow through with personal contact. If the prospect requests the withholding of his name, the sheet is coded, and information from the local groups is forwarded through the TIC office. This program has received favorable acceptance and is indicative of the overall theme of the Commission to encourage action to come from the local and regional groups rather than from the state agency.

Texas Products Week. Through a vast public exposition of Texas products in Dallas and with many special sections in Texas newspapers, public attention is focused on the importance of existing industries, and the consumer is urged to buy Texas-made goods.

Relations with Industry. The Commission urges communities to maintain close ties with present industry. Commission personnel have been able to correct widespread cases of lack of communication or association between firms and communities. Improvement in such relations have resulted in significant expansion plans, along with more healthy industrial and community relations.

Export Expansion. Through the U. S. Department of Commerce, sets of industrial information and literature on Texas were distributed to the 270 commercial libraries in

U. S. consulate offices throughout the world. Similar sets were given to the 12 foreign consulate offices maintained in Texas. One of the Commission members and the executive director are members of the U. S. Department of Commerce Regional Export Expansion Council. Active interest in the affairs of the council give the commission exposure to export trade opportunities which in turn are passed along to local and regional groups for their own trade promotional benefits. During the year the commission had opportunities on three occasions to participate in official functions relative to visits by Colombian, Scottish, and British delegations to Texas cities. This cooperation again expressed the broad scope of state and local cooperation.

National Advertising. Three themes were used to tell the Texas story in paid advertising media. "One Call Covers All Texas" was used in single-shot media advertising such as the Texas edition of *The American Banker*, *Plant Location*, *Texas Almanac*, and other one-time publications. The intent of this program was to portray the TIC office as the central information center for all Texas. Another theme, "10,000 BC," was used in four separate ads. An artist's concept of archeological drawings depicted the stability of natural resources, markets, no income taxes, and plentiful water in Texas. Very favorable coupon response was received when the ads appeared in such national magazines as *Business Week*, *Wall Street Journal*, *Industrial Development*, *Texas Parade*, *Industrial Research*, *Harvard Business Review*, *Dun's Review*, and *Industrial Property Guide*. The theme of "salient location factors" was also used in these national magazines and newspapers, stressing the advantages of customers, transportation, education, and research all to be found in Texas. Coupon response to these ads has been favorable.

Direct Mail Advertising. The Commission used five mailings. (1) *Industrial Executives Coloring Book* contains 24 pages stressing site location factors. Distribution of 5,000 copies of the book received complimentary articles in *Business Week* and *Area Digest*. (2) *Texas Bonus Stamp Book* was mailed at the height of the trading stamp's popularity. Each of 9 stamps depicted an economic advantage of Texas. The completed book earned the industrialist an "Interim Texas Citizenship" certificate signed by the Governor. Follow-up mailings were used. (3) *10,000 BC* is an accordion-fold brochure depicting resources of the state. A mailing of 4,100 brochures was made following the national media advertising program with this theme. (4) "Texas Common Market" was the theme of a multicolored mailer given wide distribution in order to convey that Texas, too, has a common market. (5) *Texas Parade Magazine* is mailed, as complimentary subscriptions, to a selected list of 5,000 industrialists. This monthly magazine contains a number of stories and articles on Texas history, resources, and amenities. An insert contains notice of the gift subscription, and a business reply card invites further inquiry into the industrial advantages of Texas. Another 12,000 mailings are sent to other out-of-state industrialists by utilities, banks, railroads, and community development groups.

Special Industrial Studies. Working with other state departments, college and university agencies, and with private groups, the Commission staff has on several occasions prepared studies directed toward a particular plant location problem of an industrial prospect. A study

entitled "Comparison of Taxes in Louisiana and Texas" was prepared and submitted to a prospect requesting the information. This service indicates the interest of the Commission in the individual problems of the separate communities of the state.

Industrial Contact Tours. On three occasions during the year, staff members accompanied regional groups on industrial contact trips. On one of the trips, the chairman of the Commission represented the state of Texas. Although the trips were not official functions of the Commission, participation was made as a part of the team concept of Commission operations.

Industrial Data Library. Several hundred routine and often detailed inquiries each year are handled by the Commission staff. Where practical, local and regional groups are contacted for specific information on their area for relaying to the industrial inquirer.

Aviation Service. On occasion a staff member who is a licensed pilot has flown industrialists and local community development leaders over prospective plant site areas. This program has proven to be quite effective in expediting the "on-site inspection" phase of site selection by industrial prospects.

Bob Hope Takes a New Look at Texas. A sound and color film with original songs and lyrics and narrated by Bob Hope is in the final stages of preparation. The film is to be released over a five-year period to 5,000 theatres by a national distribution company. The purpose of this is to project the true image of modern, cosmopolitan Texas and to help erase the popular misconception that Texas is a state only of cowboys and Indians. Local participation was secured in the financing of this film, again demonstrating the joint state-local cooperative effort.

"11 Decades of Industrial Progress." A 76-slide presentation with narration, originally prepared for use during Texas Products Week, is being made available to local groups for educational purposes among their own people.

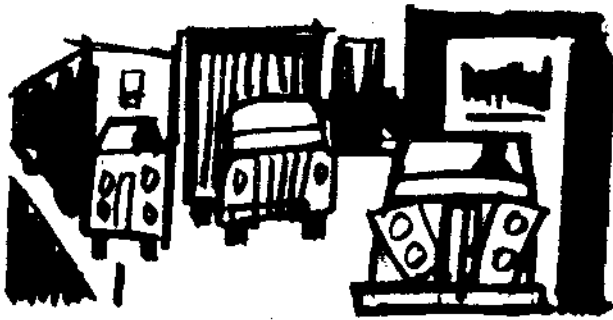
Task Force. The Texas Legislature appropriated \$18,000 per annum for special use in assisting Texas communities to secure new industries. Upon approval of the Governor, all or part of these funds can be used for professional services, travel, and presentations by the Commission. Specific use can be made for these items by the Commission in behalf of a Texas community vying with one or more communities in another state for a specific industrial firm. Recently the Governor approved the use of the Task Force and sent a delegation to St. Paul, Minn., to consult with officials of the Minnesota Mining & Manufacturing Co. Although the company was considering an Oklahoma location, the mission of the Task Force was successfully completed, and the 3M Co. came to Texas.

Operation WATS. Through the use of Wide Area Telephone Service the staff of the Commission is in direct telephone contact with the almost 1,000 local and regional industrial development groups in Texas.

It can readily be seen that the programs of the Commission range full cycle with the emphasis on local development. From the personal contact and individual attention of the community coordinators to instantaneous telephone contact with Commission executives, each community in the state is assured maximum help in attracting new industry and encouraging existing industry to expand.

TEXAS RETAIL SALES IN FEBRUARY

by James J. Kelly



ESTIMATED TOTAL RETAIL SALES IN TEXAS IN FEBRUARY were \$993.9 million. This total, not adjusted for seasonal variation, was down 2% from January sales, and after adjustment declined 4% even though February had 29 days this year. Sales thus far in 1964 were still above the 1963 level. For the first two months, total retail sales in Texas were estimated at \$2,012.3 million; the February total was 4% above February of last year, and the two-month total was 5% above the first two months of 1963.

Total sales of durable goods in February were estimated at \$392.1 million, and this was less than one-half of 1% change from sales of durable goods in January. The normal seasonal pattern of durable goods sales in Texas

ESTIMATES OF TOTAL RETAIL SALES

| Classification | Feb 1964 (millions of dollars) | Jan-Feb 1964 | Percent change | | |
|------------------|-----------------------------------|--------------|------------------------|------------------------|--------------------------------|
| | | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 | Jan-Feb 1964 from Jan-Feb 1963 |
| TOTAL | \$993.9 | \$2,012.3 | - 2 | + 4 | + 5 |
| Durable goods* | 392.1 | 785.6 | ** | + 3 | + 6 |
| Nondurable goods | 601.8 | 1,226.7 | - 4 | + 4 | + 4 |

*Contains automotive stores, furniture stores, and lumber, building material, and hardware stores.

**Change is less than one-half of 1%.

calls for a substantial increase in February. In the absence of a strong increase, the seasonally adjusted durable goods sales registered a decline of 14%. The total of durable goods sales in the first two months of 1964 was an estimated \$785.6 million, still well above the 1963 level. February sales of nondurable goods in Texas were 3% above sales in February 1963 and for the two months of 1964 showed a 6% increase over the first two months of 1963.

The same pattern prevailed in sales of nondurable goods in Texas in February as in total retail sales. Sales were less in February of this year than in January but greater than they were last year. February nondurable goods sales were an estimated \$601.8 million in Texas, a 4% decrease from January sales but after adjustment for seasonal variation were virtually unchanged. Total estimated sales of nondurable goods thus far in 1964 totaled \$1,226.7 million, and this was 4% above sales by this group in the first two months of 1963. February 1964 nondurable sales were 4% above February 1963 sales.

Trends in the various kinds of retail business in Texas this year are, for the most part, following the expected seasonal pattern. Although sales declined in February from the January level, they were consistently better this year compared with last year.

The change in sales by automotive stores in February of less than one-half of 1% from January was one notable exception to the anticipated seasonal movement. Automotive sales ordinarily increase in February by 16%. Sales this year, however, are still 9% above last year's sales. Lumber, building materials, and hardware store sales also fell below expectations with a 3% decrease as opposed to a normal seasonal increase of 18%.

All types of nondurable goods stores showed trends conforming to seasonal normals. Apparel stores, drugstores, eating and drinking places, food stores, gasoline and service stations, and general merchandise stores all showed declines in February when compared with January.

POSTAL RECEIPTS

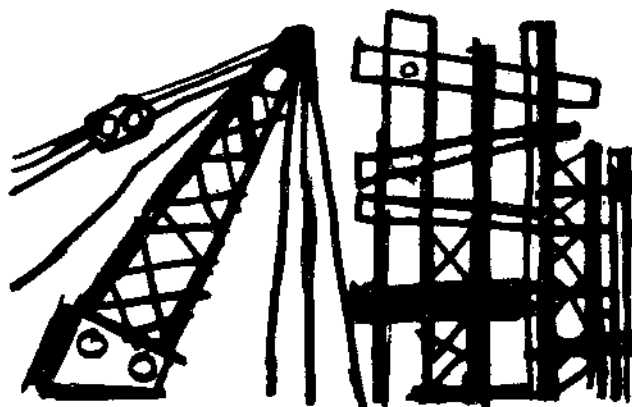
| City | Feb 1, 1964- Feb 28, 1964 | Percent changes | |
|-----------------|------------------------------|--|---|
| | | Feb 1, 1964- Feb 28, 1964 from Jan 4, 1964- Jan 31, 1964 | Feb 1, 1964- Feb 28, 1964 from Feb 2, 1963- Mar 1, 1963 |
| Alvin | \$ 8,427 | - 16 | - 13 |
| Angleton | 9,592 | - 12 | - 3 |
| Ballinger | 4,518 | + 7 | - 5 |
| Bellaire | 35,961 | ** | + 2 |
| Belton | 12,677 | + 28 | + 19 |
| Breckenridge | 6,586 | - 28 | - 2 |
| Carrizo Springs | 2,891 | - 6 | ** |
| Carthage | 5,356 | - 20 | - 17 |
| Childress | 6,995 | - 5 | + 13 |
| Cleveland | 5,271 | - 16 | - 14 |
| Coleman | 7,113 | - 14 | + 5 |
| Columbus | 3,605 | - 21 | + 3 |
| Commerce | 7,533 | + 22 | + 2 |
| Crockett | 6,741 | - 7 | + 14 |
| Cuero | 6,298 | - 26 | + 22 |
| Dalhart | 5,539 | - 13 | + 9 |
| Dumas | 6,527 | - 13 | + 18 |
| El Campo | 10,366 | + 8 | ** |
| Electra | 4,008 | ** | + 13 |
| Falfurrias | 4,989 | - 9 | + 8 |
| Freeport | 16,920 | - 11 | - 2 |
| Galena Park | 6,107 | + 2 | + 5 |
| Georgetown | 5,497 | - 13 | - 18 |
| Gonzales | 7,298 | + 11 | + 25 |
| Groves | 6,595 | + 8 | + 4 |
| Hearne | 4,692 | + 31 | + 15 |
| Hillsboro | 8,595 | + 1 | + 6 |
| Hurst | 10,263 | + 33 | + 22 |
| Kenedy | 4,385 | + 10 | + 8 |
| Kerrville | 14,464 | + 1 | - 5 |
| La Grange | 5,010 | - 9 | + 4 |
| Lake Jackson | 6,823 | + 7 | + 28 |
| Liberty | 7,535 | - 24 | + 3 |
| Marlin | 8,175 | + 3 | + 6 |
| Mathis | 2,252 | - 17 | - 16 |
| Navasota | 4,756 | - 12 | - 1 |
| Perryton | 7,510 | - 13 | - 20 |
| Pittsburg | 8,856 | + 3 | + 4 |
| Port Lavaca | 9,802 | - 9 | - 2 |
| Rusk | 5,452 | - 16 | - 7 |
| Seminole | 4,745 | + 17 | + 10 |
| Stephenville | 11,802 | ** | - 5 |
| Taft | 2,775 | - 11 | - 2 |
| Wharton | 8,205 | - 7 | - 16 |
| Winnaboro | 3,819 | - 5 | + 11 |
| Yoakum | 12,740 | + 21 | - 1 |

**Change is less than one-half of 1%.

Total retail sales in the United States were estimated by the Office of Business Economics of the U. S. Department of Commerce to be \$21.2 billion in February, after adjustment for seasonal variation and trading day differences. Sales by retail stores in February in the nation were 1% above those in January and 4% above February 1963. Nationally, the slight gain in total retail sales in February was due to a gain of 2% from January in durable goods sales. Sales by nondurable goods stores in the nation were no different in February from January. The adjusted sales figure for durable goods in the nation in February was \$7.0 billion, and nondurable goods sales were estimated to be \$14.2 billion.

FEBRUARY BUILDING CONSTRUCTION IN TEXAS

by Robert M. Lockwood



RETAIL SALES TRENDS BY KINDS OF BUSINESS

Source: Bureau of Business Research in cooperation with the Bureau of the Census, U. S. Department of Commerce

| Kind of business | Number of reporting establishments | Percent change | | | |
|--|------------------------------------|------------------|------------------------|------------------------|--------------------------------|
| | | Normal seasonal* | | Actual | |
| | | Feb from Jan | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 | Jan-Feb 1964 from Jan-Feb 1963 |
| DURABLE GOODS | | | | | |
| Automotive stores† | 407 | +16 | ** | + 9 | + 9 |
| Furniture & household appliance stores† | 182 | - 7 | - 2 | +10 | + 5 |
| Lumber, building material, and hardware stores | 257 | +18 | - 3 | - 1 | + 5 |
| NONDURABLE GOODS | | | | | |
| Apparel stores | 329 | -20 | -15 | +11 | + 8 |
| Drugstores | 183 | - 5 | - 2 | + 3 | + 3 |
| Eating and drinking places | 112 | - 6 | - 3 | + 6 | + 4 |
| Food stores | 423 | - 6 | - 1 | + 6 | + 5 |
| Gasoline and service stations | 579 | - 3 | - 5 | + 5 | ** |
| General merchandise stores† | 302 | -14 | - 4 | +10 | + 7 |
| Other retail stores† | 289 | - 2 | - 1 | + 3 | + 2 |

*Average seasonal change from preceding month to current month.

**Change is less than one-half of 1%.

†Includes kinds of business other than classification listed.

A STRONG SHOWING IN SCHOOL AND STORE AUTHORIZATIONS partially offset a disappointing lull in residential growth to hold the seasonally adjusted index of total construction authorized in Texas in February to 129% of the 1957-1959 average, a 1% decline from January. Only the record February 1963, however, exceeded the February 1964 level. Although it fell off 6% from January, the index of residential construction attained its highest February level in 17 years. At 152.8% of the base-period average, the index of nonresidential construction in February gained 2%, to a level exceeded only 10 times.

In estimated permit values, new construction in February was off some \$7 million, more than \$4 million of which represented residential decline. Additions, alterations, and repairs accounted for 10.2% of total estimated permit values. The actual figure of \$11.8 million was up 14% from \$10.3 million in January. Almost 90% of the nearly \$1.5-million increase in estimated values in this category was attributable to work authorized on private buildings other than homes.

Increase in nonmetropolitan area authorizations prevented an even larger decline in estimated permit values for the state as a whole. The estimated values of metro-

TEN LEADING METROPOLITAN AREAS IN RESIDENTIAL AUTHORIZATIONS

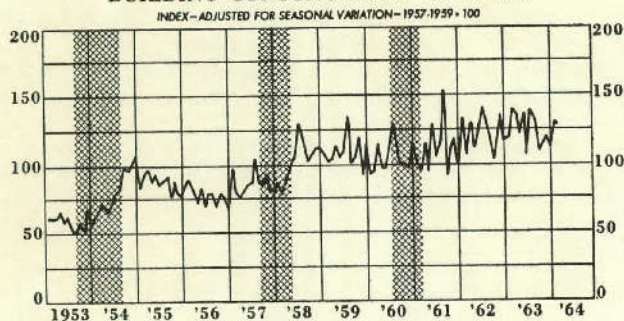
| Metropolitan areas | One-family | | Two-family | | Apartments | | Total | |
|----------------------|-----------------|------------|-----------------|------------|-----------------|------------|-----------------|------------|
| | Number of units | | Number of units | | Number of units | | Number of units | |
| | Jan-Feb 1964 | Total 1963 | Jan-Feb 1964 | Total 1963 | Jan-Feb 1964 | Total 1963 | Jan-Feb 1964 | Total 1963 |
| Dallas | 1 | 1 | 5 | 3 | 1 | 2 | 1 | 1 |
| Houston | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 |
| Fort Worth | 3 | 3 | 3 | 5 | 4 | 5 | 3 | 3 |
| San Antonio | 4 | 5 | 6 | 5 | 3 | 3 | 4 | 5 |
| Austin | 5 | 4 | 2 | 2 | 1 | 4 | 3 | 4 |
| Amarillo | 6 | 6 | 7 | 5 | 6 | 6 | 10 | 6 |
| El Paso | 7 | 8 | 8 | 6 | 7 | 7 | 6 | 7 |
| Lubbock | 8 | 7 | 4 | 4 | 5 | 8 | 10 | 6 |
| Corpus Christi | 9 | 10 | | 9 | 6 | 8 | 7 | 8 |
| Beaumont-Port Arthur | 10 | 8 | | 9 | | | | 10 |
| Abilene | | 9 | | 10 | | 7 | | 8 |
| Midland | | | | | | 10 | | 9 |
| Tyler | | | | 8 | | | | 10 |
| San Angelo | | | | 10 | | 10 | | |
| Waco | | | | 10 | | | 9 | 10 |

¹Only eight metropolitan areas authorized two-family dwellings in January-February 1964.

²Duplicate rankings are the result of identical numbers of units authorized.

politan area permits fell off \$10 million, two-thirds of which was in the central cities, where the decline from January amounted to 7%. The metropolitan areas outside the central cities, generally referred to as suburbs, declined 14% in estimated values, but the actual dollar total amounted to only about half that of the central cities.

BUILDING CONSTRUCTION IN TEXAS



NOTE: Shaded areas indicate periods of decline of total business activity in the United States.

Led by a one-third increase in estimated values in the cities of 10,000 to 50,000 population, the nonmetropolitan area dollar values gained 24% in February, or about \$4.4 million, almost 80% of which was attributable to the larger cities (more than 10,000 population).

Accounting for about 30% of the estimated dollar decline in residential authorizations, one-family housing permits authorized 3,370 units in February, 2,584 of which were in metropolitan areas. Almost half of the metropolitan area permits covered single-family homes in Dallas and Houston (1,227 units), and the five leading cities together authorized 1,911 units, 56% of the state total. The value of these homes aggregated more than \$28 million, three-fourths of the metropolitan total and more than 60% of the state total.

An estimated \$17.4 million, 15% of the value of all new construction permits issued, was for apartments. Estimated values declined 20%, however, from the \$21.7 million of permits issued in January, reflecting the fact that 375 fewer units were authorized in February. More than 84% of this decline came in the metropolitan areas, a disproportionate percentage, considering 1963 experience, when 80% of all apartment units were authorized in metropolitan areas.

Except for the nonmetropolitan areas, a comparison of January-February 1964 with the first two months last year is equally unfavorable. In the entire state, 23 fewer units were authorized through February 1964, but metropolitan authorizations declined 644 units, while nonmetropolitan permits authorized 621 more units. The dollar value of these authorizations remained unchanged in the metropolitan areas but increased 9% in the state as a whole, the result of a 750% increase in the estimated value of nonmetropolitan permits. Should the first two months of 1964 reflect, even roughly, the trend of the entire year, a gain of perhaps 150% in nonmetropolitan apartment building may accompany a decline of about 15% in metropolitan authorizations, causing a net decline of upwards of 5% in the number of apartment units permitted.

Sizeable cutbacks in categories which experienced an unusually favorable January accounted for most of the nonresidential dollar-value decline in February. Consider-

able increases in permit values for educational buildings, stores and mercantile buildings, and three minor categories, failed by almost \$3 million to offset declines in all other nonresidential categories, although the 2% rise in the seasonally adjusted index indicates that February authorizations this year were somewhat more lively than usually can be expected.

Schools and stores made up more than half of the value of all nonresidential permits issued in February, aggregating some \$23.6 million. The largest dollar declines were borne by amusement buildings, hospitals, office-bank buildings, works and utilities, and industrial buildings, the aggregated gross decline of which amounted to about \$15.1 million. The first five nonresidential categories, ranked in order of cumulative values authorized through February, are educational buildings, stores and mercantile buildings, industrial buildings, hospitals, and office-bank buildings. These categories also were the five highest in estimated value for the year 1963, though not in precisely the same order.

ESTIMATED VALUE OF BUILDING AUTHORIZED

Source: Bureau of Business Research in cooperation with the Bureau of the Census, U. S. Department of Commerce

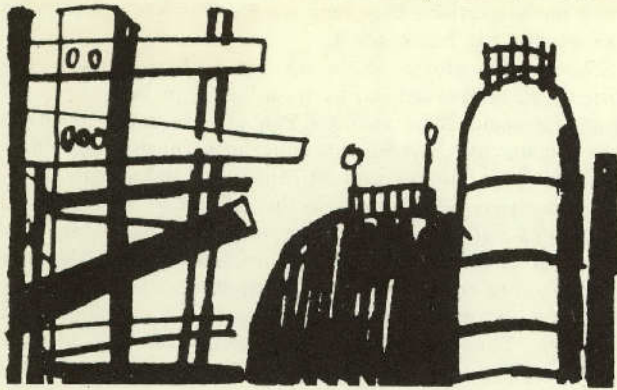
| Classification | Feb 1964 (thousands of dollars) | Jan-Feb 1964 (thousands of dollars) | Percent change | |
|---|------------------------------------|--|------------------------|--------------------------------|
| | | | Feb 1964 from Jan 1964 | Jan-Feb 1964 from Jan-Feb 1963 |
| ALL PERMITS | \$127,795 | \$261,150 | - 4 | ** |
| New construction | 115,969 | 238,975 | - 6 | + 2 |
| Residential | | | | |
| (housekeeping) | 67,885 | 139,833 | - 6 | + 5 |
| One-family dwellings | 48,125 | 97,459 | - 2 | + 4 |
| Multiple-family dwellings | 19,760 | 42,374 | - 13 | + 9 |
| Nonresidential | | | | |
| buildings | 48,084 | 99,142 | - 6 | - 3 |
| Nonhousekeeping buildings (residential) | 3,167 | 7,033 | - 18 | + 47 |
| Amusement buildings | 1,141 | 7,019 | - 81 | + 608 |
| Churches | 2,497 | 5,416 | - 14 | + 14 |
| Industrial buildings | 4,392 | 10,082 | - 23 | + 4 |
| Garages (commercial and private) | 362 | 1,230 | - 58 | - 11 |
| Service stations | 1,331 | 2,568 | + 8 | + 49 |
| Hospitals and institutions | 4,233 | 12,007 | - 46 | + 85 |
| Office-bank buildings | 3,384 | 10,955 | - 55 | - 58 |
| Works and utilities | 339 | 2,005 | - 80 | - 50 |
| Educational buildings | 12,766 | 20,164 | + 78 | - 25 |
| Stores and mercantile buildings | 11,859 | 16,948 | +133 | + 36 |
| Other buildings and structures | 2,613 | 3,715 | +187 | + 25 |
| Additions, alterations, and repairs | 11,826 | 22,175 | + 14 | - 15 |
| METROPOLITAN vs. NONMETROPOLITAN† | | | | |
| Total metropolitan | 104,719 | 219,438 | - 9 | - 5 |
| Central cities | 83,778 | 174,206 | - 7 | - 4 |
| Outside central cities | 20,941 | 45,232 | - 14 | - 8 |
| Total nonmetropolitan | 23,076 | 41,712 | + 24 | + 41 |
| 10,000 to 50,000 population | 13,951 | 24,395 | + 34 | + 45 |
| Less than 10,000 population | 9,125 | 17,317 | + 11 | + 35 |

†As defined in 1960 Census.

**Change is less than one-half of 1%.

1964 DIRECTORY OF TEXAS MANUFACTURERS

Edited by Marie Fletcher



THE 1964 *Directory of Texas Manufacturers*, PUBLISHED by the Bureau of Business Research at The University of Texas, contains detailed information on 10,574 manufacturing plants in the state. The first edition was published in 1932 and listed 2,984 plants. It has been issued annually since 1959 and is the most complete and authoritative source of information on Texas manufacturing firms.

The 722-page volume is organized into three sections: alphabetical, geographical, and product. Each section is as complete and accurate as human ingenuity can make it. In addition to providing an accurate, up-to-date mailing list, the *Directory* proves valuable to businessmen and civic leaders engaged in industrial development work, as well as those in purchasing, marketing, and manufacturing.

Plants classified by product

The number of plants in Texas in each major product group is listed in the accompanying table. The products section of the *Directory* lists these plants according to the industry definitions embodied in the Standard Industrial Classification. This system was originally promulgated by the Bureau of the Budget and is in general use among government agencies for the tabulation of statistical data. The 10,574 manufacturing plants in Texas fall into the 22 major groups of the S.I.C. shown in the table. The plants are listed in the *Directory* under these major group numbers, and entries carry the listing to a finer degree of detail by classifying the plants by four-digit code numbers.

Two major groups, 28—Chemicals and allied products and 36—Electrical machinery, equipment, and supplies, are listed in the *Directory* under a five-digit breakdown. This feature, published for the first time in the 1964 edition, now makes available a list of all chemicals and electrical machinery produced in Texas arranged alphabetically under the appropriate S.I.C. number.

Plants listed by cities

The geographical section contains a comprehensive description of plants classified by cities. The name, address, and Zip Code of the company are listed, and each entry in this section contains the name of the chief

executive officer. Also listed is the type of organization (corporation, partnership, or sole proprietorship), the date the plant was established, the area in which the plant's products are marketed, and a code number indicating the number of employees. In addition to this, the products manufactured at the plant are described in some detail. The compilation of data about each plant is the only available comprehensive treatment of the subject, and a minimal amount of study yields an accurate picture of any Texas city's manufacturing plants.

Because the geographical section contains an inventory of manufacturing plants in Texas cities, the *Directory*

DISTRIBUTION OF MANUFACTURING PLANTS IN TEXAS BY STANDARD INDUSTRIAL CLASSIFICATION MAJOR GROUPS

| S.I.C. major group number | Kind of product | Number of plants ^a |
|---------------------------|---|-------------------------------|
| 18 | Products Recovered from Natural Gas..... | 295 |
| 19 | Ordnance & Accessories..... | 16 |
| 20 | Food & Kindred Products..... | 1,758 |
| 21 | Tobacco Manufacturers..... | 1 |
| 22 | Textile Mill Products..... | 78 |
| 23 | Apparel & Other Finished Products Made from Fabrics & Similar Materials..... | 588 |
| 24 | Lumber & Wood Products, Except Furniture..... | 585 |
| 25 | Furniture & Fixtures..... | 697 |
| 26 | Paper & Allied Products..... | 175 |
| 27 | Printing & Allied Industries..... | 1,543 |
| 28 | Chemicals & Allied Products..... | 750 |
| 29 | Petroleum Refining & Related Industries..... | 144 |
| 30 | Rubber & Miscellaneous Plastics Products..... | 245 |
| 31 | Leather & Leather Products..... | 181 |
| 32 | Stone, Shell, Clay, & Glass Products..... | 850 |
| 33 | Primary Metal Industries..... | 220 |
| 34 | Fabricated Metal Products, Except Ordnance, Machinery & Transportation Equipment..... | 1,416 |
| 35 | Machinery, Except Electrical..... | 1,202 |
| 36 | Electrical Machinery, Equipment & Supplies.... | 305 |
| 37 | Transportation Equipment..... | 372 |
| 38 | Professional, Scientific & Controlling Instru- ments; Photographic & Optical Goods; Watches & Clocks..... | 197 |
| 39 | Miscellaneous Manufacturing Industries..... | 641 |

^aFigures do not add to the actual number of firms listed in the *DIRECTORY* (10,574) because a firm may be listed under more than one major group of product type.

has gained acceptance in recent years with the many industrial development agencies in the state. With its wealth of detail about manufacturing plants, the publication is valuable as a management tool in marketing and purchasing. It can be used to define potential customers and to discover sources of needed processed materials, chemical intermediates, or manufactured goods of almost any description.

Texas Industrial Expansion

Since manufacturing in Texas is a matter of continuous development, work has already begun on the next issue of the *Directory*. Four full-time staff members correspond with the manufacturers in Texas, chambers of commerce, newspapers, and industrial foundations to keep the *Directory* up to date each year.

To fill in the details of the growth of the state's manufacturing industries, a publication, *Texas Industrial Expansion*, is published each month to serve as a supplement to the yearly *Directory*. The two publications are as complete a documentation of the industrialization of Texas as may be found.

announcing the

1964

DIRECTORY OF



**TEXAS
MANUFACTURERS**

**PUBLISHED BY
BUREAU OF BUSINESS RESEARCH
THE UNIVERSITY OF TEXAS**

The most complete and authoritative source of information on manufacturing plants in Texas is the 1964 DIRECTORY OF TEXAS MANUFACTURERS, published by the Bureau of Business Research at The University of Texas. The uses to which the DIRECTORY may be put are many and varied and are limited only by the needs and imagination of the user.

A MAILING LIST

The continual flow of junk mail across the desks of American businessmen is expensive since it depends upon mass communication and ignores waste circulation. This type of advertising loses the most potent value of mail—the suggestion of personal contact. The specific nature of the entries in the DIRECTORY permits the direct mail advertiser to be discriminating in his choice of prospects. The manufacturers as prospects are classified by location and type of product, and the list is ready for use.

A PLANT LOCATION TOOL

A principal consideration in plant location analysis is the problem of competition. With the DIRECTORY it is possible to ascertain the number, size, and location of competitive plants in any given area of the state. This information is valid in a negative way, too. The absence of a particular kind of plant near a concentration of population or a source of raw materials suggests that further study might be needed. Lack of manufacturing facilities may be as significant as the presence thereof.

A SALES MANAGEMENT AID

There are several ways in which the DIRECTORY can be used to solve problems in marketing. Manufacturers are not only producers; they also purchase goods and services in huge quantities and should not be overlooked when marketing decisions are made. The assignment of sales territories and economical expenditure of salesman's time are problems that can be dealt with by judicious use of the listings in the DIRECTORY. A manufacturer may use the geographical distribution to determine whether there are enough firms which are prospects for his products to justify his salesman making a tour of a certain town. The list thus provided eliminates the need for a preliminary "fishing expedition" and supplies the salesman with specific information.

BUREAU OF BUSINESS RESEARCH • BOX 7459 • UNIVERSITY STATION • AUSTIN, TEXAS 78712

Please send _____ copies of the 1964 DIRECTORY OF TEXAS MANUFACTURERS at \$15.00 each.

(Texas residents add 30 cents sales tax.)

- Please send C.O.D.
- Please invoice (including postage and handling). Purchase order No. _____ enclosed.
- Please send postage paid. Payment enclosed. (Texas residents add 30 cents sales tax.)

NAME OF FIRM _____

PURCHASER _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

DO NOT WRITE IN THIS SPACE

Rec'd _____

Sent DTM _____

Amt. Due _____

Amt. Paid _____

Bal. Due _____

Invoice No. _____

Check No. | Check Date _____

PP _____

PF _____



NEW...
chemical listings

The Product Section lists all chemicals produced in Texas alphabetically under the appropriate five-digit Standard Industrial Classification number:

n-Butyraldehyde

Bishop (78343)

Celanese Chemical Co., Div. of Celanese Corp. of America, Box 428 [7]*

Longview (75600)

Texas Eastman Co., Div. of Eastman Kodak Co. (Harrison County), Box 2068 [8]*

Butyric acid

Pampa (79065)

Celanese Chemical Co., Div. of Celanese Corp. of America, 6 mi. SW. on Hwy. 60, Box 937 [6]*

Ethyl acetate

Dallas Metropolitan Area

Dallas (752 plus local zone number)

Texas Solvents & Chemicals Co., Sub. of Central Solvents & Chemicals Co., 2500 Vinson (12) [2]*

Texas City (77590)

Union Carbide Corp., Chemicals Div., Box 471 [8]*

A PURCHASING AGENT'S SOURCE

In respect to the question of purchasing, the DIRECTORY can contribute valuable information. Included is the section devoted to a list of all the products manufactured in Texas. The purchasing agent of a company which uses processed materials, chemical intermediates, or manufactured goods of almost any description will find his sources of supply listed in the DIRECTORY.

COMPLETELY REVISED

The 1964 DIRECTORY is the result of a year of preparation by the staff of the Bureau of Business Research, who used the manufacturers and the chambers of commerce as the principal sources of the entries. The 1964 DIRECTORY is primarily a research tool that has been extensively revised and brought up to date.

PRODUCT LIST

All products manufactured in Texas are listed by at least four digits of the Standard Industrial Classification in a special section (with index). The products made in the electronics manufacturing plants in the state are listed by five-digit classification numbers. All chemicals produced in Texas are listed by the five-digit number and, in addition, are listed alphabetically by chemical name.

GEOGRAPHICAL LIST

Plant locations are listed by cities, and entries in this section include the name of the chief executive officer and the plant address. This list also groups together the cities in each of the six largest metropolitan areas in the state. In the new edition of the DIRECTORY, Zip Codes have been added to every plant mailing address.

FIRM NAMES

A convenient alphabetical listing of all the manufacturing plants in Texas shows city location and home office. Affiliated companies, divisions, and branch plants are indicated.

COMPLETE MAILING ADDRESSES

More than 10,500 firms are listed in the 1964 DIRECTORY with complete address including Zip Code and are thus available for mail advertising campaigns of all types.



LOCAL BUSINESS CONDITIONS

Retail sales data for cities are reported in this tabulation. The first column contains an average percent change from the preceding month marked by a dagger(†). This is the normal seasonal change in sales by that kind of business. The second column shows the percent change in actual sales reported for the month. The third column shows the change in sales from the same month of the preceding year. A large variation between the normal seasonal percent change and the percent change in reported sales indicates an abnormal month. Postal receipts information which is marked by an asterisk (*) indicates cash received during the four-week postal accounting period ended February 28, 1964. Annual postal data are

for 13 four-week periods falling closest within 1962 and 1963 calendar years.

Changes of less than one-half of 1% are marked with a double asterisk(**). Waco retail sales information is reported in cooperation with the Baylor Bureau of Business Research. End-of-month deposits as reported represent money on deposit in individual demand deposit accounts on the last day of the month and are indicated by the symbol (‡). All population figures are final 1960 census data with the exception of those marked (r), which are estimates of the Texas Highway Department. Figures under Texarkana with the following symbol (§) are for Texarkana, Texas, only.

| City and item | Percent change | | |
|--|----------------|------------------------|------------------------|
| | Feb 1964 | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| ABILENE (pop. 90,368) | | | |
| Retail sales | — 3† | — 7 | + 10 |
| Apparel stores | — 20† | — 15 | + 1 |
| Automotive stores | + 16† | ** | + 20 |
| Drug stores | — 5† | + 5 | — 1 |
| General merchandise stores | — 14† | — 18 | + 5 |
| Postal receipts* | \$ 181,789 | + 5 | + 10 |
| Building permits, less federal contracts | \$ 1,179,126 | + 30 | — 28 |
| Bank debits (thousands) | \$ 105,356 | — 18 | + 6 |
| End-of-month deposits (thousands) ‡ | \$ 67,046 | — 5 | — 4 |
| Annual rate of deposit turnover | 18.4 | — 13 | + 8 |
| Employment (area) | 36,100 | + 1 | — 1 |
| Manufacturing employment (area) | 4,350 | + 2 | — 5 |
| Percent unemployed (area) | 6.2 | — 2 | — 7 |

| ALICE (pop. 20,861) | | | |
|--|------------|------|------|
| Retail sales | — 3† | + 15 | + 12 |
| Drug stores | — 5† | — 5 | — 8 |
| Eating and drinking places | — 6† | + 2 | + 10 |
| Lumber, building material, hardware stores | + 18† | + 7 | ** |
| Postal receipts* | \$ 17,401 | — 5 | — 7 |
| Building permits, less federal contracts | \$ 297,809 | + 84 | + 67 |

| ALPINE (pop. 4,740) | | | |
|--|-----------|-------|------|
| Postal receipts* | \$ 5,152 | — 3 | + 4 |
| Building permits, less federal contracts | \$ 18,896 | + 800 | — 25 |
| Bank debits (thousands) | \$ 3,119 | — 13 | + 8 |
| End-of-month deposits (thousands) ‡ | \$ 4,131 | — 8 | + 6 |
| Annual rate of deposit turnover | 8.7 | — 11 | + 1 |

| ANDREWS (pop. 11,135) | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 9,495 | + 17 | + 4 |
| Building permits, less federal contracts | \$ 43,075 | + 22 | — 54 |
| Bank debits (thousands) | \$ 5,680 | — 11 | + 5 |
| End-of-month deposits (thousands) ‡ | \$ 7,016 | — 4 | — 7 |
| Annual rate of deposit turnover | 9.5 | — 9 | + 17 |

| ARANSAS PASS (pop. 6,956) | | | |
|--|----------|------|------|
| Postal receipts* | \$ 4,302 | — 22 | + 2 |
| Building permits, less federal contracts | \$ 3,550 | — 75 | — 77 |
| Bank debits (thousands) | \$ 4,518 | — 7 | + 1 |
| End-of-month deposits (thousands) ‡ | \$ 5,488 | — 3 | — 10 |
| Annual rate of deposit turnover | 9.7 | — 2 | + 11 |

| City and item | Percent change | | |
|---|----------------|------------------------|------------------------|
| | Feb 1964 | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| AMARILLO (pop. 155,205r) | | | |
| Retail sales | — 3† | — 8 | + 3 |
| Apparel stores | — 20† | — 15 | ** |
| Automotive stores | + 16† | ** | — 1 |
| Eating and drinking places | — 6† | — 15 | + 33 |
| Furniture and household appliance stores | — 7† | — 7 | — 15 |
| Lumber building material, and hardware stores | + 18† | — 11 | + 35 |
| Postal receipts* | \$ 238,625 | — 8 | + 6 |
| Building permits, less federal contracts | \$ 2,750,735 | — 30 | — 18 |
| Bank debits (thousands) | \$ 262,981 | — 17 | + 16 |
| End-of-month deposits (thousands) ‡ | \$ 129,338 | — 3 | + 5 |
| Annual rate of deposit turnover | 24.0 | — 18 | + 11 |
| Employment (area) | 53,900 | ** | + 1 |
| Manufacturing employment (area) | 6,320 | + 1 | + 6 |
| Percent unemployed (area) | 4.9 | + 11 | — 2 |

| ARLINGTON (pop. 44,775) | | | |
|--|--------------|------|------|
| Retail sales | | | |
| Apparel stores | — 20† | — 27 | + 6 |
| Postal receipts* | \$ 69,197 | + 3 | + 28 |
| Building permits, less federal contracts | \$ 1,957,632 | + 48 | — 54 |
| Employment (area) | 226,700 | ** | + 5 |
| Manufacturing employment (area) | 56,500 | + 1 | + 11 |
| Percent unemployed (area) | 4.6 | — 2 | — 13 |

| ATHENS (pop. 7,086) | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 11,904 | + 34 | + 20 |
| Building permits, less federal contracts | \$ 59,550 | — 53 | — 74 |
| End-of-month deposits (thousands) ‡ | \$ 10,878 | ** | + 10 |

| BAYTOWN (pop. 28,159) | | | |
|--|------------|------|------|
| Retail sales | — 3† | + 26 | + 23 |
| Automotive stores | + 16† | + 21 | + 35 |
| Food stores | — 6† | — 2 | + 4 |
| Postal receipts* | \$ 33,048 | — 3 | + 4 |
| Building permits, less federal contracts | \$ 317,705 | — 53 | — 22 |
| Bank debits (thousands) | \$ 22,294 | + 2 | + 21 |
| End-of-month deposits (thousands) ‡ | \$ 27,932 | — 7 | + 2 |
| Annual rate of deposit turnover | 13.8 | ** | + 15 |
| Employment (area) | 569,400 | ** | + 5 |
| Manufacturing employment (area) | 96,600 | ** | + 6 |
| Percent unemployed (area) | 4.3 | — 2 | — 10 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|--------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| AUSTIN (pop. 186,545) | | | |
| Retail sales | — 3† | + 4 | + 7 |
| Apparel stores | — 20† | — 5 | + 11 |
| Automotive stores | + 16† | + 4 | + 22 |
| Drug stores | — 5† | — 4 | — 5 |
| Furniture and household appliance stores | — 7† | — 4 | + 19 |
| General merchandise stores | — 14† | + 21 | — 7 |
| Lumber, building material, and hardware stores | + 18† | — 9 | + 4 |
| Postal receipts* | \$ 509,513 | — 2 | + 10 |
| Building permits, less federal contracts | \$ 5,480,435 | — 28 | — 63 |
| Bank debits (thousands) | \$ 299,650 | ** | + 3 |
| End-of-month deposits (thousands) † | \$ 171,580 | — 5 | + 1 |
| Annual rate of deposit turnover | 20.5 | ** | — 3 |
| Employment (area) | 89,400 | + 1 | + 5 |
| Manufacturing employment (area) | 6,060 | — 2 | + 4 |
| Percent unemployed (area) | 3.1 | — 18 | — 18 |

BAY CITY (pop. 11,656)

| | | | |
|-------------------------------------|-----------|------|------|
| Retail sales | — 3† | — 6 | + 15 |
| Automotive stores | + 16† | — 5 | + 18 |
| General merchandise stores | — 14† | — 7 | + 27 |
| Postal receipts* | \$ 13,012 | + 12 | + 20 |
| Bank debits (thousands) | \$ 15,365 | — 23 | + 14 |
| End-of-month deposits (thousands) † | \$ 25,296 | — 5 | + 12 |
| Annual rate of deposit turnover | 7.1 | — 22 | — 1 |
| Nonagricultural placements | 77 | + 12 | + 10 |

BEAUMONT (pop. 119,175)

| | | | |
|--|--------------|------|-------|
| Retail sales | — 3† | — 3 | + 11 |
| Apparel stores | — 20† | — 4 | + 16 |
| Automotive stores | + 16† | — 4 | + 10 |
| General merchandise stores | — 14† | — 11 | + 6 |
| Lumber, building material, and hardware stores | + 18† | + 44 | + 58 |
| Postal receipts* | \$ 143,673 | + 6 | + 13 |
| Building permits, less federal contracts | \$ 1,430,414 | + 8 | + 125 |
| Bank debits (thousands) | \$ 189,821 | — 18 | + 19 |
| End-of-month deposits (thousands) † | \$ 105,632 | — 3 | — 2 |
| Annual rate of deposit turnover | 21.2 | — 16 | + 18 |
| Employment (area) | 111,200 | + 1 | + 6 |
| Manufacturing employment (area) | 34,720 | — 3 | + 1 |
| Percent unemployed (area) | 7.5 | + 10 | — 10 |

BEEVILLE (pop. 13,811)

| | | | |
|--|-----------|------|------|
| Retail sales | | | |
| Lumber, building material, and hardware stores | + 18† | — 18 | — 4 |
| Postal receipts* | \$ 12,172 | — 3 | — 7 |
| Building permits, less federal contracts | \$ 28,210 | + 35 | — 24 |
| Bank debits (thousands) | \$ 10,126 | — 18 | + 1 |
| End-of-month deposits (thousands) † | \$ 14,714 | + 2 | ** |
| Annual rate of deposit turnover | 8.3 | — 17 | ** |
| Nonagricultural placements | 111 | + 12 | — 6 |

BIG SPRING (pop. 31,230)

| | | | |
|--|------------|------|------|
| Retail sales | — 3† | — 14 | + 14 |
| Apparel stores | — 20† | — 50 | — 1 |
| Automotive stores | + 16† | — 8 | + 20 |
| Drug stores | — 5† | + 9 | — 4 |
| Lumber, building material, and hardware stores | + 18† | + 18 | + 24 |
| Postal receipts* | \$ 29,629 | — 16 | — 14 |
| Building permits, less federal contracts | \$ 399,188 | + 87 | + 18 |
| Bank debits (thousands) | \$ 34,725 | — 21 | — 9 |
| End-of-month deposits (thousands) † | \$ 25,445 | — 4 | — 9 |
| Annual rate of deposit turnover | 16.0 | — 20 | — 2 |
| Nonagricultural placements | 153 | — 17 | + 20 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| BISHOP (pop. 3,722) | | | |
| Postal receipts* | \$ 3,433 | + 23 | + 9 |
| Building permits, less federal contracts | \$ 130,000 | + 6400 | — 26 |
| Bank debits (thousands) | \$ 1,578 | — 17 | — 3 |
| End-of-month deposits (thousands) † | \$ 2,291 | + 1 | — 19 |
| Annual rate of deposit turnover | 8.3 | — 14 | + 9 |

BONHAM (pop. 7,357)

| | | | |
|--|-----------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | + 34 | + 20 |
| Postal receipts* | \$ 7,011 | + 9 | + 9 |
| Building permits, less federal contracts | \$ 46,000 | — 23 | + 93 |
| Bank debits (thousands) | \$ 7,799 | — 14 | + 9 |
| End-of-month deposits (thousands) † | \$ 8,122 | — 4 | + 4 |
| Annual rate of deposit turnover | 11.3 | — 11 | + 4 |

BORGER (pop. 20,911)

| | | | |
|--|-----------|-------|-------|
| Postal receipts* | \$ 18,529 | — 32 | — 3 |
| Building permits, less federal contracts | \$ 56,200 | — 62 | — 72 |
| Nonagricultural placements | 255 | + 180 | + 275 |

BRADY (pop. 5,338)

| | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 4,553 | — 29 | + 2 |
| Building permits, less federal contracts | \$ 20,400 | — 68 | — 65 |
| Bank debits (thousands) | \$ 4,985 | — 10 | + 10 |
| End-of-month deposits (thousands) † | \$ 7,431 | — 5 | + 3 |
| Annual rate of deposit turnover | 7.9 | — 8 | + 5 |

BRENHAM (pop. 7,740)

| | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 7,443 | — 18 | — 23 |
| Building permits, less federal contracts | \$ 22,876 | — 82 | — 68 |
| Bank debits (thousands) | \$ 11,483 | — 8 | + 25 |
| End-of-month deposits (thousands) † | \$ 13,299 | — 4 | + 1 |
| Annual rate of deposit turnover | 10.2 | — 5 | + 21 |
| Nonagricultural placements | 42 | — 13 | ** |

BROWNFIELD (pop. 10,286)

| | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 10,803 | — 9 | ** |
| Building permits, less federal contracts | \$ 96,560 | + 10 | — 32 |
| Bank debits (thousands) | \$ 18,216 | — 41 | + 5 |
| End-of-month deposits (thousands) † | \$ 17,472 | — 11 | — 6 |
| Annual rate of deposit turnover | 11.8 | — 40 | + 11 |

BROWNSVILLE (pop. 48,040)

| | | | |
|--|------------|------|------|
| Retail sales | — 3† | + 5 | + 10 |
| Automotive stores | + 16† | + 6 | + 11 |
| Lumber, building material, and hardware stores | + 18† | — 5 | + 10 |
| Postal receipts* | \$ 33,523 | — 3 | — 13 |
| Building permits, less federal contracts | \$ 194,314 | — 14 | + 33 |
| Bank debits (thousands) | \$ 32,091 | — 20 | — 12 |
| End-of-month deposits (thousands) † | \$ 20,280 | — 5 | — 13 |
| Annual rate of deposit turnover | 18.5 | — 14 | — 3 |
| Employment (area) | 34,750 | + 1 | + 2 |
| Manufacturing employment (area) | 4,950 | + 5 | + 8 |
| Percent unemployed (area) | 7.6 | — 10 | — 10 |
| Nonagricultural placements | 477 | + 41 | + 98 |

BROWNWOOD (pop. 16,974)

| | | | |
|--|-----------|-------|--------|
| Retail sales | | | |
| Apparel stores | — 20† | — 11 | + 4 |
| Postal receipts* | \$ 31,261 | — 11 | + 10 |
| Building permits, less federal contracts | \$ 93,513 | + 185 | + 4353 |
| Bank debits (thousands) | \$ 17,635 | — 5 | + 14 |
| End-of-month deposits (thousands) † | \$ 13,100 | — 4 | — 1 |
| Annual rate of deposit turnover | 15.7 | — 2 | + 16 |
| Nonagricultural placements | 106 | + 51 | + 41 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| BRYAN (pop. 27,542) | | | |
| Retail sales | | | |
| Automotive stores | + 16† | - 8 | + 24 |
| Postal receipts* | \$ 26,946 | + 7 | + 4 |
| Building permits, less federal contracts | \$ 841,350 | +188 | +198 |
| Bank debits (thousands) | \$ 30,390 | - 8 | + 16 |
| End-of-month deposits (thousands) † | \$ 19,203 | - 4 | + 4 |
| Annual rate of deposit turnover | 18.8 | - 5 | + 9 |
| Nonagricultural placements | 226 | + 12 | + 26 |

CALDWELL (pop. 2,204)

| | | | |
|-------------------------------------|----------|------|-----|
| Postal receipts* | \$ 2,457 | - 17 | - 3 |
| Bank debits (thousands) | \$ 2,331 | - 21 | + 5 |
| End-of-month deposits (thousands) † | \$ 3,980 | - 5 | - 2 |
| Annual rate of deposit turnover | 6.8 | - 18 | + 6 |

CAMERON (pop. 5,640)

| | | | |
|--|----------|------|------|
| Postal receipts* | \$ 5,940 | + 25 | + 16 |
| Building permits, less federal contracts | \$ 1,650 | - 89 | - 94 |
| Bank debits (thousands) | \$ 4,678 | - 18 | + 4 |
| End-of-month deposits (thousands) † | \$ 5,150 | - 5 | + 1 |
| Annual rate of deposit turnover | 10.4 | - 14 | + 2 |

CANYON (pop. 5,864)

| | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 5,460 | - 21 | + 7 |
| Building permits, less federal contracts | \$ 14,050 | - 89 | - 79 |
| Bank debits (thousands) | \$ 6,750 | - 19 | + 7 |
| End-of-month deposits (thousands) † | \$ 7,471 | - 2 | + 8 |
| Annual rate of deposit turnover | 10.7 | - 21 | - 1 |

CARROLLTON (pop. 4,242)

| | | | |
|--|------------|------|------|
| Postal receipts* | \$ 7,592 | + 10 | + 20 |
| Building permits, less federal contracts | \$ 242,400 | - 40 | + 46 |
| Bank debits (thousands) | \$ 5,533 | - 19 | + 6 |
| End-of-month deposits (thousands) † | \$ 3,279 | - 2 | ** |
| Annual rate of deposit turnover | 20.1 | - 11 | + 4 |

CISCO (pop. 4,499)

| | | | |
|-------------------------------------|----------|------|------|
| Postal receipts* | \$ 4,465 | + 11 | + 8 |
| Bank debits (thousands) | \$ 3,496 | - 14 | + 4 |
| End-of-month deposits (thousands) † | \$ 3,367 | - 9 | - 12 |
| Annual rate of deposit turnover | 11.9 | - 8 | + 12 |

CLEBURNE (pop. 15,381)

| | | | |
|--|------------|------|------|
| Postal receipts* | \$ 15,523 | + 7 | + 9 |
| Building permits, less federal contracts | \$ 187,050 | + 41 | +136 |
| Bank debits (thousands) | \$ 12,594 | - 11 | + 15 |
| End-of-month deposits (thousands) † | \$ 12,491 | - 5 | + 3 |
| Annual rate of deposit turnover | 11.8 | - 8 | + 8 |
| Employment (area) | 226,700 | ** | + 5 |
| Manufacturing employment (area) | 56,500 | + 1 | + 11 |
| Percent unemployed (area) | 4.6 | - 2 | - 13 |

CLUTE (pop. 4,501)

| | | | |
|-------------------------------------|----------|------|-----|
| Postal receipts* | \$ 1,874 | - 25 | - 5 |
| Bank debits (thousands) | \$ 1,703 | - 11 | + 6 |
| End-of-month deposits (thousands) † | \$ 1,495 | + 2 | + 2 |
| Annual rate of deposit turnover | 13.8 | - 9 | + 5 |

COLLEGE STATION (pop. 11,396)

| | | | |
|-------------------------------------|-----------|------|------|
| Postal receipts* | \$ 23,314 | - 28 | + 12 |
| Bank debits (thousands) | \$ 5,484 | + 2 | + 47 |
| End-of-month deposits (thousands) † | \$ 3,792 | + 1 | + 23 |
| Annual rate of deposit turnover | 17.4 | - 1 | + 18 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| COLORADO CITY (pop. 6,457) | | | |
| Retail sales | | | |
| Lumber, building material, and hardware stores | + 18† | - 14 | - 7 |
| Postal receipts* | \$ 5,660 | - 4 | + 13 |
| Bank debits (thousands) | \$ 4,979 | - 22 | - 9 |
| End-of-month deposits (thousands) † | \$ 6,842 | - 5 | + 3 |
| Annual rate of deposit turnover | 8.5 | - 23 | - 11 |

COPPERAS COVE (pop. 4,567)

| | | | |
|--|------------|------|------|
| Postal receipts* | \$ 4,297 | + 12 | + 8 |
| Building permits, less federal contracts | \$ 153,404 | - 71 | +151 |
| Bank debits (thousands) | \$ 1,480 | - 5 | + 15 |
| End-of-month deposits (thousands) † | \$ 1,605 | + 6 | + 43 |
| Annual rate of deposit turnover | 11.4 | - 10 | - 20 |

CORPUS CHRISTI (pop. 184,163r)

| | | | |
|--|--------------|------|------|
| Retail sales | - 3† | + 8 | + 10 |
| Apparel stores | - 20† | - 22 | + 6 |
| Automotive stores | + 16† | + 8 | + 14 |
| General merchandise stores | - 14† | + 3 | + 4 |
| Postal receipts* | \$ 207,556 | + 5 | + 4 |
| Building permits, less federal contracts | \$ 1,627,230 | - 54 | - 13 |
| Bank debits (thousands) | \$ 214,526 | - 15 | + 6 |
| End-of-month deposits (thousands) † | \$ 115,145 | - 2 | + 1 |
| Annual rate of deposit turnover | 22.1 | - 11 | + 5 |
| Employment (area) | 68,300 | ** | + 1 |
| Manufacturing employment (area) | 8,610 | ** | - 3 |
| Percent unemployed (area) | 5.2 | ** | - 9 |

CORSICANA (pop. 20,344)

| | | | |
|--|------------|------|------|
| Retail sales | - 3† | - 6 | + 2 |
| Lumber, building material, and hardware stores | + 18† | - 9 | - 7 |
| Postal receipts* | \$ 18,300 | - 12 | - 19 |
| Building permits, less federal contracts | \$ 612,115 | +544 | +375 |
| Bank debits (thousands) | \$ 18,140 | - 13 | + 6 |
| End-of-month deposits (thousands) † | \$ 20,930 | - 5 | ** |
| Annual rate of deposit turnover | 9.6 | - 15 | - 1 |
| Nonagricultural placements | 157 | - 3 | + 39 |

CRYSTAL CITY (pop. 9,101)

| | | | |
|--|-----------|------|------|
| Postal receipts* | \$ 3,476 | - 4 | + 6 |
| Building permits, less federal contracts | \$ 28,050 | + 40 | + 10 |
| Bank debits (thousands) | \$ 2,611 | - 20 | - 2 |
| End-of-month deposits (thousands) † | \$ 2,700 | - 1 | - 14 |
| Annual rate of deposit turnover | 11.5 | - 17 | + 14 |

DALLAS (pop. 679,684)

| | | | |
|--|--------------|------|------|
| Retail sales | - 3† | - 2 | + 7 |
| Apparel stores | - 19† | - 18 | + 12 |
| Automotive stores | + 3† | + 7 | + 2 |
| Drug stores | + 2† | ** | + 2 |
| Eating and drinking places | - 2† | + 5 | + 3 |
| Florists | + 1† | + 22 | + 1 |
| Food stores | - 7† | - 6 | ** |
| Furniture and household appliance stores | - 9† | + 8 | + 20 |
| Gasoline and service stations | - 4† | - 2 | + 11 |
| General merchandise stores | - 6† | - 8 | + 17 |
| Lumber, building material, and hardware stores | + 10† | + 1 | ** |
| Office, store, and school supply dealers | - 1† | - 6 | + 12 |
| Postal receipts* | \$ 3,021,151 | + 8 | + 11 |
| Building permits, less federal contracts | \$17,227,539 | + 30 | - 51 |
| Bank debits (thousands) | \$ 3,499,568 | - 10 | + 6 |
| End-of-month deposits (thousands) † | \$ 1,334,996 | + 2 | + 5 |
| Annual rate of deposit turnover | 31.7 | - 6 | + 3 |
| Employment (area) | 500,600 | + 1 | + 5 |
| Manufacturing employment (area) | 112,700 | ** | + 7 |
| Percent unemployed (area) | 4.0 | - 2 | - 7 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|--------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| DEER PARK (pop. 4,865) | | | |
| Postal receipts* | \$ 4,801 | - 24 | + 16 |
| Building permits, less federal contracts | \$ 1,072,180 | +797 | +656 |
| Bank debits (thousands) | \$ 6,485 | + 19 | + 41 |
| End-of-month deposits (thousands) † | \$ 2,471 | - 15 | + 11 |
| Annual rate of deposit turnover | 29.0 | + 44 | + 18 |
| DEL RIO (pop. 18,612) | | | |
| Retail sales | | | |
| Automotive stores | + 16† | + 19 | + 37 |
| Lumber, building material, and hardware stores | + 18† | + 22 | - 36 |
| Postal receipts* | \$ 14,164 | - 9 | ** |
| Building permits, less federal contracts | \$ 148,567 | +103 | - 7 |
| Bank debits (thousands) | \$ 11,250 | - 9 | + 4 |
| End-of-month deposits (thousands) † | \$ 14,896 | - 3 | + 3 |
| Annual rate of deposit turnover | 8.9 | - 7 | ** |
| DENISON (pop. 22,748) | | | |
| Retail sales | | | |
| Automotive stores | + 16† | - 17 | - 12 |
| Postal receipts* | \$ 19,915 | - 6 | - 2 |
| Building permits, less federal contracts | \$ 703,072 | +241 | + 34 |
| Bank debits (thousands) | \$ 17,675 | - 15 | + 12 |
| End-of-month deposits (thousands) † | \$ 15,050 | - 1 | + 2 |
| Annual rate of deposit turnover | 14.0 | - 12 | + 9 |
| Nonagricultural placements | 119 | - 8 | + 11 |
| DENTON (pop. 26,844) | | | |
| Retail sales | | | |
| Automotive stores | + 16† | - 16 | + 13 |
| Postal receipts* | \$ 45,395 | + 16 | + 10 |
| Building permits, less federal contracts | \$ 997,382 | - 14 | +150 |
| Bank debits (thousands) | \$ 29,546 | - 10 | + 31 |
| End-of-month deposits (thousands) † | \$ 26,784 | - 7 | + 2 |
| Annual rate of deposit turnover | 12.8 | - 5 | + 25 |
| Nonagricultural placements | 181 | + 51 | + 46 |
| DONNA (pop. 7,522) | | | |
| Postal receipts* | \$ 3,841 | - 4 | + 1 |
| Building permits, less federal contracts | \$ 15,100 | - 10 | + 99 |
| Bank debits (thousands) | \$ 2,248 | - 2 | - 14 |
| End-of-month deposits (thousands) † | \$ 3,710 | + 6 | - 2 |
| Annual rate of deposit turnover | 7.5 | + 3 | - 9 |
| EAGLE PASS (pop. 12,094) | | | |
| Retail sales | | | |
| Gasoline and service stations | - 3† | - 8 | + 11 |
| Postal receipts* | \$ 7,278 | - 11 | + 6 |
| Building permits, less federal contracts | \$ 156,725 | +152 | +281 |
| Bank debits (thousands) | \$ 5,782 | - 1 | + 22 |
| End-of-month deposits (thousands) † | \$ 4,378 | - 9 | - 5 |
| Annual rate of deposit turnover | 15.1 | + 1 | + 22 |
| EDINBURG, (pop. 18,706) | | | |
| Postal receipts* | \$ 11,376 | - 7 | ** |
| Building permits, less federal contracts | \$ 62,290 | - 32 | + 12 |
| Bank debits (thousands) | \$ 14,636 | - 24 | + 1 |
| End-of-month deposits (thousands) † | \$ 9,521 | - 11 | + 5 |
| Annual rate of deposit turnover | 17.4 | - 30 | - 3 |
| Nonagricultural placements | 186 | - 52 | + 18 |
| EDNA (pop. 5,038) | | | |
| Postal receipts* | \$ 5,074 | - 20 | + 28 |
| Building permits, less federal contracts | \$ 21,750 | - 45 | - 22 |
| Bank debits (thousands) | \$ 4,987 | - 21 | - 40 |
| End-of-month deposits (thousands) † | \$ 6,762 | - 5 | + 1 |
| Annual rate of deposit turnover | 8.6 | - 17 | - 42 |
| ENNIS (pop. 9,347) | | | |
| Postal receipts* | \$ 8,159 | - 18 | - 25 |
| Bank debits (thousands) | \$ 6,185 | - 19 | + 5 |
| End-of-month deposits (thousands) † | \$ 7,139 | - 4 | ** |
| Annual rate of deposit turnover | 10.2 | - 16 | + 2 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|--------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| EL PASO (pop. 276,687) | | | |
| Retail sales | - 3† | - 8 | + 18 |
| Apparel stores | - 20† | - 17 | + 14 |
| Automotive stores | + 16† | - 3 | + 23 |
| Food stores | - 6† | - 1 | - 1 |
| General merchandise stores | - 14† | - 20 | + 43 |
| Postal receipts* | \$ 314,099 | - 7 | + 1 |
| Building permits, less federal contracts | \$ 3,968,455 | + 71 | + 43 |
| Bank debits (thousands) | \$ 340,139 | - 21 | + 3 |
| End-of-month deposits (thousands) † | \$ 193,136 | + 1 | - 9 |
| Annual rate of deposit turnover | 21.2 | - 20 | + 7 |
| Employment (area) | 92,400 | ** | + 1 |
| Manufacturing employment (area) | 15,540 | ** | + 5 |
| Percent unemployed (area) | 5.9 | + 4 | - 3 |
| EULESS (pop. 2,062) | | | |
| Postal receipts* | \$ 10,046 | + 80 | +174 |
| Building permits, less federal contracts | \$ 327,213 | - 28 | - 46 |
| Bank debits (thousands) | \$ 4,146 | - 7 | +101 |
| End-of-month deposits (thousands) † | \$ 2,418 | - 1 | + 48 |
| Annual rate of deposit turnover | 20.6 | - 8 | + 33 |
| FLOUR BLUFF (pop. 9,332) | | | |
| Bank debits (thousands) | \$ 2,750 | - 17 | + 13 |
| End-of-month deposits (thousands) † | \$ 2,238 | + 10 | + 46 |
| Annual rate of deposit turnover | 15.1 | - 10 | ... |
| FORT STOCKTON (pop. 6,373) | | | |
| Postal receipts* | \$ 5,954 | + 5 | + 7 |
| Building permits, less federal contracts | \$ 54,950 | +195 | - 74 |
| Bank debits (thousands) | \$ 5,061 | - 16 | - 10 |
| End-of-month deposits (thousands) † | \$ 5,305 | + 1 | ** |
| Annual rate of deposit turnover | 11.5 | - 14 | - 9 |
| FORT WORTH (pop. 356,268) | | | |
| Retail sales | | | |
| Apparel stores | - 22† | - 22 | + 6 |
| Automotive stores | + 5† | + 7 | + 4 |
| Drug stores | - 5† | - 4 | + 8 |
| Eating and drinking places | - 7† | + 4 | + 6 |
| Furniture and household appliance stores | - 5† | + 4 | + 1 |
| Gasoline and service stations | - 2† | - 6 | + 5 |
| General merchandise stores | - 14† | - 8 | + 20 |
| Lumber, building material, and hardware stores | + 4† | + 7 | + 1 |
| Postal receipts* | \$ 856,506 | - 2 | ** |
| Building permits, less federal contracts | \$ 3,265,695 | - 42 | + 5 |
| Bank debits (thousands) | \$ 783,603 | - 21 | + 4 |
| End-of-month deposits (thousands) † | \$ 415,551 | ** | + 6 |
| Annual rate of deposit turnover | 22.7 | - 17 | - 1 |
| Employment (area) | 226,700 | ** | + 5 |
| Manufacturing employment (area) | 56,500 | + 1 | + 11 |
| Percent unemployed (area) | 4.6 | - 2 | - 13 |
| FREDERICKSBURG (pop. 4,629) | | | |
| Retail sales | | | |
| Drug stores | - 5† | - 6 | + 7 |
| General merchandise stores | - 14† | + 8 | + 2 |
| Postal receipts* | \$ 5,979 | - 13 | - 18 |
| Building permits, less federal contracts | \$ 26,920 | - 59 | - 70 |
| Bank debits (thousands) | \$ 8,988 | - 7 | + 23 |
| End-of-month deposits (thousands) † | \$ 8,769 | - 6 | + 5 |
| Annual rate of deposit turnover | 11.9 | - 1 | + 18 |
| GAINESVILLE (pop. 13,083) | | | |
| Retail sales | | | |
| Drug stores | - 5† | - 13 | - 8 |
| Furniture and household appliance stores | - 7† | + 19 | + 14 |
| Postal receipts* | \$ 15,519 | + 22 | + 38 |
| Building permits, less federal contracts | \$ 145,120 | - 64 | +216 |

| Local Business Conditions | City and item | Percent change | |
|--|---------------|----------------|------------------------|
| | | Feb 1964 | Feb 1964 from Jan 1964 |
| GALVESTON (pop. 67,175) | | | |
| Retail sales | — 3† | — 14 | + 8 |
| Apparel stores | — 20† | — 18 | + 9 |
| Automotive stores | + 16† | — 5 | + 16 |
| Food stores | — 6† | — 6 | + 3 |
| Furniture and household appliance stores | — 7† | — 37 | — 3 |
| Postal receipts* | \$ 98,980 | — 7 | + 2 |
| Building permits, less federal contracts | \$ 675,410 | + 71 | + 12 |
| Bank debits (thousands) | \$ 89,552 | — 15 | + 13 |
| End-of-month deposits (thousands)† | \$ 60,992 | ** | + 1 |
| Annual rate of deposit turnover | 17.6 | — 14 | + 14 |
| Employment (area) | 54,800 | + 1 | + 4 |
| Manufacturing employment (area) | 10,400 | — 1 | + 1 |
| Percent unemployed (area) | 6.0 | ** | — 24 |

| | | | |
|--|--------------|------|------|
| GARLAND (pop. 38,501) | | | |
| Retail sales | — 3† | + 10 | + 9 |
| Apparel stores | — 20† | + 3 | + 10 |
| Automotive stores | + 16† | + 12 | + 10 |
| Postal receipts* | \$ 42,392 | — 22 | + 8 |
| Building permits, less federal contracts | \$ 1,398,470 | — 33 | — 34 |
| Bank debits (thousands) | \$ 32,064 | — 37 | + 15 |
| End-of-month deposits (thousands)† | \$ 17,364 | — 3 | + 25 |
| Annual rate of deposit turnover | 21.2 | — 37 | — 5 |
| Employment (area) | 500,600 | + 1 | + 5 |
| Manufacturing employment (area) | 112,700 | ** | + 7 |
| Percent unemployed (area) | 4.0 | — 2 | — 7 |

| | | | |
|------------------------------------|----------|------|-----|
| GATESVILLE (pop. 4,626) | | | |
| Postal receipts* | \$ 6,798 | + 7 | + 6 |
| Bank debits (thousands) | \$ 5,834 | — 17 | + 7 |
| End-of-month deposits (thousands)† | \$ 5,864 | — 2 | + 2 |
| Annual rate of deposit turnover | 10.8 | — 16 | + 5 |

| | | | |
|--|-----------|------|------|
| GIDDINGS (pop. 2,821) | | | |
| Postal receipts* | \$ 4,166 | + 27 | + 3 |
| Building permits, less federal contracts | \$ 22,000 | — 15 | — 58 |
| Bank debits (thousands) | \$ 3,137 | — 14 | + 14 |
| End-of-month deposits (thousands)† | \$ 4,131 | + 1 | ** |
| Annual rate of deposit turnover | 9.2 | — 12 | + 14 |

| | | | |
|--|-----------|------|------|
| GILMER (pop. 4,312) | | | |
| Retail sales | | | |
| Lumber, building material, and hardware stores | + 18† | ** | — 6 |
| Postal receipts* | \$ 4,825 | — 18 | — 10 |
| Building permits, less federal contracts | \$ 12,500 | — 11 | — 19 |

| | | | |
|------------------------------------|----------|------|------|
| GLADEWATER (pop. 5,742) | | | |
| Postal receipts* | \$ 7,624 | + 21 | + 40 |
| Bank debits (thousands) | \$ 3,810 | — 25 | + 14 |
| End-of-month deposits (thousands)† | \$ 3,839 | ** | — 7 |
| Annual rate of deposit turnover | 10.4 | — 20 | + 24 |
| Employment (area) | 28,700 | + 1 | + 1 |
| Manufacturing employment (area) | 5,760 | + 1 | + 2 |
| Percent unemployed (area) | 5.6 | — 7 | — 3 |

| | | | |
|------------------------------------|----------|------|------|
| GOLDTHWAITE (pop. 1,383) | | | |
| Postal receipts* | \$ 1,757 | — 20 | — 10 |
| Bank debits (thousands) | \$ 3,586 | — 15 | — 2 |
| End-of-month deposits (thousands)† | \$ 5,537 | — 4 | + 26 |
| Annual rate of deposit turnover | 7.6 | — 15 | — 23 |

| | | | |
|--|-----------|------|------|
| GRAHAM (pop. 8,505) | | | |
| Postal receipts* | \$ 10,231 | + 20 | + 1 |
| Building permits, less federal contracts | \$ 1,600 | — 85 | — 96 |
| Bank debits (thousands) | \$ 8,805 | — 11 | + 2 |
| End-of-month deposits (thousands)† | \$ 10,168 | — 1 | + 1 |
| Annual rate of deposit turnover | 10.3 | — 7 | ** |

| Local Business Conditions | City and item | Percent change | |
|------------------------------------|---------------|----------------|------------------------|
| | | Feb 1964 | Feb 1964 from Jan 1964 |
| GRANBURY (pop. 2,227) | | | |
| Postal receipts* | \$ 3,804 | + 10 | + 30 |
| Bank debits (thousands) | \$ 1,551 | — 12 | + 13 |
| End-of-month deposits (thousands)† | \$ 2,047 | ** | — 3 |
| Annual rate of deposit turnover | 9.1 | — 11 | + 17 |

| | | | |
|--|------------|------|------|
| GRAND PRAIRIE (pop. 30,386) | | | |
| Postal receipts* | \$ 32,138 | + 22 | + 31 |
| Building permits, less federal contracts | \$ 644,785 | + 3 | + 71 |
| Bank debits (thousands) | \$ 17,592 | — 5 | — 3 |
| End-of-month deposits (thousands)† | \$ 11,804 | — 3 | + 8 |
| Annual rate of deposit turnover | 15.4 | — 4 | — 9 |
| Employment (area) | 500,600 | + 1 | + 5 |
| Manufacturing employment (area) | 112,700 | ** | + 7 |
| Percent unemployed (area) | 4.0 | — 2 | — 7 |

| | | | |
|--|-----------|------|-------|
| GRAPEVINE (pop. 2,821) | | | |
| Postal receipts* | \$ 3,637 | — 10 | — 7 |
| Building permits, less federal contracts | \$ 17,800 | + 38 | + 691 |
| Bank debits (thousands) | \$ 3,151 | — 14 | + 13 |
| End-of-month deposits (thousands)† | \$ 3,147 | ** | + 12 |
| Annual rate of deposit turnover | 12.0 | — 18 | + 3 |

| | | | |
|--|-----------|------|-------|
| GREENVILLE (pop. 19,087) | | | |
| Retail sales | | — 3† | — 5 |
| Drug stores | — 5† | — 3 | + 5 |
| Food stores | — 6† | — 14 | — 8 |
| Postal receipts* | \$ 23,528 | — 9 | + 17 |
| Building permits, less federal contracts | \$ 65,440 | — 65 | — 55 |
| Bank debits (thousands) | \$ 15,251 | — 11 | + 2 |
| End-of-month deposits (thousands)† | \$ 13,610 | — 4 | — 3 |
| Annual rate of deposit turnover | 13.2 | — 8 | + 3 |
| Nonagricultural placements | 95 | — 8 | + 116 |

| | | | |
|--|-----------|------|------|
| HALE CENTER (pop. 2,196) | | | |
| Postal receipts* | \$ 1,966 | + 8 | + 24 |
| Building permits, less federal contracts | \$ 29,000 | ... | ... |
| Bank debits (thousands) | \$ 3,570 | — 56 | + 1 |
| End-of-month deposits (thousands)† | \$ 4,960 | — 22 | — 13 |
| Annual rate of deposit turnover | 7.8 | — 52 | + 10 |

| | | | |
|---|-----------|------|------|
| HARLINGEN (pop. 41,207) | | | |
| Retail sales | | — 3† | + 1 |
| Automotive stores | + 16† | + 2 | + 14 |
| Gasoline and service stations | — 3† | — 6 | — 11 |
| Lumber, building materials, and hardware stores | + 18† | + 11 | — 15 |
| Postal receipts* | \$ 32,810 | + 1 | — 2 |
| Building permits, less federal contracts | \$ 39,900 | — 33 | — 40 |
| Bank debits (thousands) | \$ 34,193 | — 17 | + 9 |
| End-of-month deposits (thousands)† | \$ 19,741 | — 5 | — 1 |
| Annual rate of deposit turnover | 20.2 | — 15 | + 8 |
| Employment (area) | 34,750 | + 1 | + 2 |
| Manufacturing employment (area) | 4,950 | + 5 | + 8 |
| Percent unemployed (area) | 7.6 | — 10 | — 10 |
| Nonagricultural placements | 487 | + 19 | + 54 |

| | | | |
|------------------------------------|----------|------|------|
| HEMPSTEAD (pop. 1,505) | | | |
| Postal receipts* | \$ 5,001 | — 8 | — 17 |
| Bank debits (thousands) | \$ 1,875 | — 10 | + 8 |
| End-of-month deposits (thousands)† | \$ 2,149 | — 3 | — 8 |
| Annual rate of deposit turnover | 7.6 | — 10 | + 9 |

| | | | |
|--|-----------|-------|------|
| HENDERSON (pop. 9,666) | | | |
| Postal receipts* | \$ 10,725 | — 11 | — 9 |
| Building permits, less federal contracts | \$ 72,500 | + 117 | + 3 |
| Bank debits (thousands) | \$ 6,066 | — 21 | — 23 |
| End-of-month deposits (thousands)† | \$ 17,777 | — 4 | + 4 |
| Annual rate of deposit turnover | 4.0 | — 20 | — 27 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| HEREFORD (pop. 9,584r) | | | |
| Postal receipts* | 11,565 | + 23 | + 8 |
| Building permits, less federal contracts \$ | 290,100 | - 32 | +143 |
| Bank debits (thousands) | 22,805 | - 21 | + 40 |
| End-of-month deposits (thousands)† | 16,614 | - 10 | + 13 |
| Annual rate of deposit turnover | 15.6 | - 20 | + 25 |

HOUSTON (pop. 938,219)

| | | | |
|---|--------------|------|------|
| Retail sales | - 3† | - 4 | + 9 |
| Apparel stores | - 14† | - 13 | + 11 |
| Automotive stores | - 1† | - 4 | + 18 |
| Drug stores | - 7† | - 5 | - 11 |
| Eating and drinking places | - 3† | - 4 | + 9 |
| Food stores | - 3† | - 1 | + 11 |
| Furniture and household appliance stores | **† | - 5 | + 11 |
| Gasoline and service stations | - 4† | - 9 | ** |
| General merchandise stores | - 3† | + 1 | + 22 |
| Liquor stores | - 1† | - 3 | + 14 |
| Lumber, building materials, and hardware stores | + 2† | - 7 | - 12 |
| Postal receipts* | \$ 2,082,177 | - 2 | + 6 |
| Building permits, less federal contracts \$ | \$28,047,232 | ** | + 52 |
| Bank debits (thousands) | \$ 3,449,168 | - 9 | + 21 |
| End-of-month deposits (thousands)† | \$ 1,514,060 | - 1 | + 2 |
| Annual rate of deposit turnover | 27.2 | - 6 | + 17 |
| Employment (area) | 589,400 | ** | + 5 |
| Manufacturing employment (area) | 96,600 | ** | + 4 |
| Percent unemployed (area) | 4.3 | - 2 | - 10 |

HUMBLE (pop. 1,711)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 4,230 | + 11 | + 40 |
| Building permits, less federal contracts \$ | 19,500 | + 11 | + 77 |
| Bank debits (thousands) | 2,928 | - 10 | + 2 |
| End-of-month deposits (thousands)† | 3,391 | + 1 | + 18 |
| Annual rate of deposit turnover | 10.4 | - 13 | - 13 |

HUNTSVILLE (pop. 11,999)

| | | | |
|---|-----------|------|------|
| Postal receipts* | \$ 12,337 | + 22 | - 23 |
| Building permits, less federal contracts \$ | 130,380 | +290 | + 89 |
| Bank debits (thousands) | 5,661 | - 3 | - 7 |
| End-of-month deposits (thousands)† | 10,193 | - 1 | + 8 |
| Annual rate of deposit turnover | 10.2 | - 2 | - 12 |

IOWA PARK (pop. 5,000r)

| | | | |
|---|--------|------|------|
| Building permits, less federal contracts \$ | 14,800 | - 70 | - 90 |
| Bank debits (thousands) | 4,041 | + 2 | + 17 |
| End-of-month deposits (thousands)† | 3,891 | - 2 | + 1 |
| Annual rate of deposit turnover | 12.3 | + 5 | + 15 |

IRVING (pop. 45,985)

| | | | |
|---|-----------|------|------|
| Postal receipts* | \$ 53,727 | + 43 | + 62 |
| Building permits, less federal contracts \$ | 1,603,020 | - 33 | - 37 |
| Bank debits (thousands) | 32,242 | - 12 | + 28 |
| End-of-month deposits (thousands)† | 16,813 | - 2 | + 28 |
| Annual rate of deposit turnover | 22.8 | - 11 | + 1 |

JACKSONVILLE (pop. 10,509r)

| | | | |
|---|-----------|------|------|
| Postal receipts* | \$ 15,288 | - 22 | - 16 |
| Building permits, less federal contracts \$ | 33,800 | - 69 | - 37 |
| Bank debits (thousands) | 18,572 | + 2 | + 42 |
| End-of-month deposits (thousands)† | 9,554 | - 4 | + 2 |
| Annual rate of deposit turnover | 16.7 | + 5 | + 34 |

JASPER (pop. 4,889)

| | | | |
|---|----------|------|------|
| Retail sales | - 3† | + 14 | + 14 |
| Postal receipts* | \$ 8,701 | + 2 | + 13 |
| Building permits, less federal contracts \$ | 18,750 | - 97 | - 17 |
| Bank debits (thousands) | 10,161 | - 9 | + 23 |
| End-of-month deposits (thousands)† | 8,293 | - 3 | - 2 |
| Annual rate of deposit turnover | 14.5 | - 6 | + 33 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|------------------------------------|----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| JUSTIN (pop. 622) | | | |
| Postal receipts* | \$ 867 | + 51 | + 24 |
| Bank debits (thousands) | 1,198 | - 17 | - 3 |
| End-of-month deposits (thousands)† | 841 | - 6 | - 1 |
| Annual rate of deposit turnover | 16.6 | - 15 | - 6 |

KATY (pop. 1,569)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 2,613 | + 8 | + 9 |
| Building permits, less federal contracts \$ | 47,975 | - 21 | +214 |
| Bank debits (thousands) | 2,174 | - 9 | + 5 |
| End-of-month deposits (thousands)† | 2,552 | - 6 | + 8 |
| Annual rate of deposit turnover | 9.9 | - 3 | - 4 |

KERMIT (pop. 10,465)

| | | | |
|---|----------|------|------|
| Retail sales | | | |
| Drug stores | - 5† | - 2 | + 2 |
| Postal receipts* | \$ 8,320 | + 2 | + 3 |
| Building permits, less federal contracts \$ | 40,050 | + 41 | - 39 |

KILGORE (pop. 10,092)

| | | | |
|---|-----------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | - 5 | - 6 |
| Postal receipts* | \$ 16,682 | + 2 | + 8 |
| Building permits, less federal contracts \$ | 102,000 | +464 | +131 |
| Bank debits (thousands) | 11,771 | - 11 | + 14 |
| End-of-month deposits (thousands)† | 13,042 | - 1 | + 5 |
| Annual rate of deposit turnover | 10.8 | - 10 | + 8 |
| Employment (area) | 28,700 | + 1 | + 1 |
| Manufacturing employment (area) | 5,760 | + 1 | + 2 |
| Percent unemployed (area) | 5.6 | - 7 | - 3 |

KILLEEN (pop. 23,377)

| | | | |
|---|-----------|------|------|
| Postal receipts* | \$ 42,650 | ** | + 4 |
| Building permits, less federal contracts \$ | 3,110,725 | + 60 | +502 |
| Bank debits (thousands) | 18,422 | - 1 | + 32 |
| End-of-month deposits (thousands)† | 11,964 | ** | + 17 |
| Annual rate of deposit turnover | 18.4 | - 3 | + 12 |

KINGSLAND (pop. 150)

| | | | |
|------------------------------------|--------|------|------|
| Postal receipts* | \$ 668 | + 6 | + 29 |
| Bank debits (thousands) | 735 | + 25 | ... |
| End-of-month deposits (thousands)† | 506 | + 8 | ... |
| Annual rate of deposit turnover | 18.1 | + 20 | ... |

KINGSVILLE (pop. 25,297)

| | | | |
|---|-----------|------|------|
| Retail sales | | | |
| Drug stores | - 5† | - 3 | + 9 |
| Postal receipts* | \$ 18,070 | + 6 | + 26 |
| Building permits, less federal contracts \$ | 31,070 | - 79 | - 82 |
| Bank debits (thousands) | 12,344 | + 3 | + 20 |
| End-of-month deposits (thousands)† | 14,145 | - 10 | ** |
| Annual rate of deposit turnover | 9.9 | + 4 | + 13 |

KIRBYVILLE (pop. 1,660)

| | | | |
|------------------------------------|----------|-----|------|
| Postal receipts* | \$ 3,684 | + 4 | + 8 |
| Bank debits (thousands) | 2,171 | + 3 | + 10 |
| End-of-month deposits (thousands)† | 3,334 | + 2 | + 9 |
| Annual rate of deposit turnover | 7.9 | + 7 | + 3 |

LA FERIA (pop. 3,047)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 1,874 | - 31 | - 14 |
| Building permits, less federal contracts \$ | 7,600 | - 1 | +561 |
| Bank debits (thousands) | 1,933 | - 9 | + 13 |
| End-of-month deposits (thousands)† | 1,561 | - 3 | + 11 |
| Annual rate of deposit turnover | 14.7 | - 15 | + 7 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| LA MARQUE (pop. 13,969) | | | |
| Postal receipts* | \$ 9,742 | - 1 | - 2 |
| Building permits, less federal contracts | \$ 117,017 | - 63 | - 75 |
| Bank debits (thousands) | \$ 10,600 | - 10 | + 28 |
| End-of-month deposits (thousands) † | \$ 5,645 | - 4 | - 8 |
| Annual rate of deposit turnover | 22.1 | - 8 | + 32 |
| Employment (area) | 54,800 | + 1 | + 4 |
| Manufacturing employment (area) | 10,400 | - 1 | + 1 |
| Percent unemployed (area) | 6.0 | ** | - 24 |

LAMESA (pop. 12,438)

| | | | |
|---|------------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | - 6 | + 2 |
| Drug stores | - 5† | - 10 | - 5 |
| Lumber, building materials, and hardware stores | + 18† | - 29 | - 7 |
| Postal receipts* | \$ 13,755 | + 10 | + 10 |
| Building permits, less federal contracts | \$ 299,100 | + 38 | + 15 |
| Bank debits (thousands) | \$ 18,990 | - 47 | - 11 |
| End-of-month deposits (thousands) † | \$ 19,984 | - 14 | - 4 |
| Annual rate of deposit turnover | 10.6 | - 45 | - 9 |
| Nonagricultural placements | 56 | + 12 | - 10 |

LAMPASAS (pop. 5,061)

| | | | |
|--|------------|-------|-------|
| Postal receipts* | \$ 6,373 | + 20 | + 18 |
| Building permits, less federal contracts | \$ 155,100 | + 501 | + 110 |
| Bank debits (thousands) | \$ 6,635 | - 17 | + 1 |
| End-of-month deposits (thousands) † | \$ 6,965 | - 1 | - 3 |
| Annual rate of deposit turnover | 13.1 | - 11 | + 14 |

LA PORTE (pop. 4,512)

| | | | |
|--|------------|------|--------|
| Building permits, less federal contracts | \$ 194,400 | - 75 | + 1149 |
| Bank debits (thousands) | \$ 4,668 | + 2 | + 20 |
| End-of-month deposits (thousands) † | \$ 2,869 | - 4 | - 25 |
| Annual rate of deposit turnover | 19.2 | + 3 | + 56 |

LAREDO (pop. 60,678)

| | | | |
|--|------------|------|------|
| Retail sales | | | |
| Apparel stores | - 20† | + 9 | + 8 |
| Postal receipts* | \$ 36,216 | - 13 | - 5 |
| Building permits, less federal contracts | \$ 184,725 | - 83 | + 27 |
| Bank debits (thousands) | \$ 34,194 | - 11 | + 6 |
| End-of-month deposits (thousands) † | \$ 27,191 | ** | + 8 |
| Annual rate of deposit turnover | 15.1 | - 12 | - 1 |
| Employment (area) | 18,750 | ** | + 1 |
| Manufacturing employment (area) | 1,310 | ** | + 4 |
| Percent unemployed (area) | 13.3 | + 6 | + 2 |
| Nonagricultural placements | 586 | + 32 | + 84 |

LEVELLAND (pop. 10,153)

| | | | |
|--|------------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | - 26 | + 6 |
| Postal receipts* | \$ 9,395 | - 11 | - 6 |
| Building permits, less federal contracts | \$ 127,800 | + 67 | - 15 |

LITTLEFIELD (pop. 7,236)

| | | | |
|--|------------|------|-------|
| Retail sales | | | |
| Automotive stores | + 16† | - 13 | - 4 |
| Postal receipts* | \$ 7,841 | - 24 | + 8 |
| Building permits, less federal contracts | \$ 169,400 | + 80 | + 143 |

LLANO (pop. 2,656)

| | | | |
|-------------------------------------|----------|------|------|
| Postal receipts* | \$ 2,851 | - 5 | + 10 |
| Bank debits (thousands) | \$ 2,802 | - 19 | + 9 |
| End-of-month deposits (thousands) † | \$ 4,103 | - 2 | + 4 |
| Annual rate of deposit turnover | 8.1 | - 16 | + 4 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|-----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| LOCKHART (pop. 6,084) | | | |
| Postal receipts* | \$ 4,516 | - 6 | + 2 |
| Building permits, less federal contracts | \$ 11,140 | + 380 | - 45 |
| Bank debits (thousands) | \$ 4,752 | - 19 | - 11 |
| End-of-month deposits (thousands) † | \$ 5,418 | - 4 | + 5 |
| Annual rate of deposit turnover | 10.3 | - 16 | - 10 |

LONGVIEW (pop. 40,050)

| | | | |
|---|------------|------|------|
| Retail sales | | | |
| Apparel stores | - 20† | - 10 | + 9 |
| Automotive stores | + 16† | - 16 | + 11 |
| Lumber, building materials, and hardware stores | + 18† | + 4 | - 9 |
| Postal receipts* | \$ 58,708 | - 3 | + 11 |
| Building permits, less federal contracts | \$ 317,000 | - 47 | - 34 |
| Bank debits (thousands) | \$ 47,333 | - 13 | + 8 |
| End-of-month deposits (thousands) † | \$ 39,005 | - 4 | + 4 |
| Annual rate of deposit turnover | 14.4 | - 8 | - 3 |
| Employment (area) | 28,700 | + 1 | + 1 |
| Manufacturing employment (area) | 5,760 | + 1 | + 2 |
| Percent unemployed (area) | 5.6 | - 7 | - 3 |

LOS FRESNOS (pop. 1,289)

| | | | |
|-------------------------------------|----------|------|------|
| Postal receipts* | \$ 987 | - 7 | - 16 |
| Bank debits (thousands) | \$ 1,270 | - 15 | + 24 |
| End-of-month deposits (thousands) † | \$ 1,399 | - 2 | + 13 |
| Annual rate of deposit turnover | 10.3 | - 14 | + 9 |

LUBBOCK (pop. 128,691)

| | | | |
|--|--------------|-------|-------|
| Retail sales | | | |
| Apparel stores | - 20† | - 11 | + 21 |
| Automotive stores | + 16† | - 18 | - 13 |
| Furniture and household appliance stores | - 7† | - 18 | - 14 |
| General merchandise stores | - 14† | - 20 | + 6 |
| Postal receipts* | \$ 214,743 | - 6 | - 2 |
| Building permits, less federal contracts | \$ 6,810,458 | + 118 | + 197 |
| Bank debits (thousands) | \$ 272,811 | - 39 | + 15 |
| End-of-month deposits (thousands) † | \$ 134,222 | - 7 | + 1 |
| Annual rate of deposit turnover | 23.5 | - 37 | + 14 |
| Employment (area) | 57,500 | ** | + 7 |
| Manufacturing employment (area) | 5,950 | - 1 | ** |
| Percent unemployed (area) | 3.5 | - 19 | - 24 |

LUFKIN (pop. 17,641)

| | | | |
|--|------------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | + 29 | + 11 |
| Postal receipts* | \$ 26,667 | - 7 | - 15 |
| Building permits, less federal contracts | \$ 315,350 | - 12 | + 66 |
| Bank debits (thousands) | \$ 31,471 | - 8 | + 13 |
| End-of-month deposits (thousands) † | \$ 28,639 | - 1 | + 5 |
| Annual rate of deposit turnover | 18.1 | - 8 | + 11 |
| Nonagricultural placements | 50 | + 6 | - 9 |

McALLEN (pop. 32,728)

| | | | |
|--|------------|------|------|
| Retail sales | | | |
| Apparel stores | - 20† | - 13 | + 20 |
| Automotive stores | + 16† | + 6 | + 29 |
| Food stores | - 6† | - 10 | - 3 |
| Furniture and household appliance stores | - 7† | - 20 | - 9 |
| Gasoline and service stations | - 3† | - 8 | - 10 |
| Postal receipts* | \$ 34,865 | - 2 | + 1 |
| Building permits, less federal contracts | \$ 171,550 | + 41 | - 49 |
| Bank debits (thousands) | \$ 32,156 | - 13 | + 7 |
| End-of-month deposits (thousands) † | \$ 23,238 | + 2 | + 4 |
| Annual rate of deposit turnover | 16.7 | - 14 | + 2 |
| Employment (area) | 41,950 | ** | + 5 |
| Manufacturing employment (area) | 5,180 | + 7 | + 9 |
| Percent unemployed (area) | 10.7 | + 1 | + 2 |
| Nonagricultural placements | 341 | + 24 | + 44 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| McCAMEY (pop. 3,375) | | | |
| Postal receipts* | \$ 3,875 | + 43 | + 38 |
| Bank debits (thousands) | \$ 1,733 | - 11 | + 4 |
| End-of-month deposits (thousands) † | \$ 1,700 | - 3 | - 7 |
| Annual rate of deposit turnover | 12.0 | - 12 | + 13 |
| McGREGOR (pop. 4,642) | | | |
| Building permits, less federal contracts | \$ 22,500 | ... | + 650 |
| Bank debits (thousands) | \$ 3,930 | - 16 | + 29 |
| End-of-month deposits (thousands) † | \$ 5,787 | ** | + 6 |
| Annual rate of deposit turnover | 8.1 | - 16 | + 23 |
| McKINNEY (pop. 13,763) | | | |
| Retail sales | | | |
| Food stores | - 6† | + 5 | + 21 |
| Postal receipts* | \$ 11,946 | - 17 | + 11 |
| Building permits, less federal contracts | \$ 75,150 | - 30 | - 16 |
| Bank debits (thousands) | \$ 10,752 | - 8 | + 11 |
| End-of-month deposits (thousands) † | \$ 10,177 | - 4 | + 4 |
| Annual rate of deposit turnover | 12.4 | + 6 | + 5 |
| Nonagricultural placements | 62 | - 5 | - 18 |
| MARSHALL (pop. 23,846) | | | |
| Retail sales | | | |
| Apparel stores | - 20† | - 26 | + 8 |
| Postal receipts* | \$ 28,052 | - 6 | + 6 |
| Building permits, less federal contracts | \$ 68,903 | + 21 | - 18 |
| Bank debits (thousands) | \$ 17,373 | - 12 | + 1 |
| End-of-month deposits (thousands) † | \$ 22,477 | ** | + 1 |
| Annual rate of deposit turnover | 9.3 | - 11 | + 1 |
| Nonagricultural placements | 173 | - 4 | + 70 |
| MERCEDES (pop. 10,943) | | | |
| Postal receipts* | \$ 6,411 | + 34 | + 23 |
| Building permits, less federal contracts | \$ 46,369 | + 61 | - 77 |
| Bank debits (thousands) | \$ 5,498 | + 5 | - 4 |
| End-of-month deposits (thousands) † | \$ 3,659 | - 8 | + 1 |
| Annual rate of deposit turnover | 17.3 | + 7 | - 6 |
| MESQUITE (pop. 27,526) | | | |
| Retail sales | | | |
| Eating and drinking places | - 8† | + 10 | + 25 |
| Postal receipts* | \$ 16,743 | + 28 | + 21 |
| Building permits, less federal contracts | \$ 390,460 | + 18 | - 77 |
| Bank debits (thousands) | \$ 7,646 | - 3 | + 9 |
| End-of-month deposits (thousands) † | \$ 6,424 | + 2 | + 10 |
| Annual rate of deposit turnover | 14.1 | - 3 | + 2 |
| Employment (area) | 500,600 | + 1 | + 5 |
| Manufacturing employment (area) | 112,700 | ** | + 7 |
| Percent unemployed (area) | 4.0 | - 2 | - 7 |
| MEXIA (pop. 6,121) | | | |
| Postal receipts* | \$ 6,201 | - 8 | - 8 |
| Building permits, less federal contracts | \$ 106,000 | + 342 | + 838 |
| Bank debits (thousands) | \$ 4,203 | - 14 | ** |
| End-of-month deposits (thousands) † | \$ 5,141 | - 3 | + 10 |
| Annual rate of deposit turnover | 9.7 | - 12 | - 9 |
| MIDLAND (pop. 62,625) | | | |
| Retail sales | | | |
| Apparel stores | - 20† | + 6 | ** |
| Automotive stores | + 18† | - 14 | + 13 |
| Drug stores | - 5† | + 1 | + 12 |
| Postal receipts | \$ 94,068 | - 20 | - 7 |
| Building permits, less federal contracts | \$ 900,375 | - 64 | - 39 |
| Bank debits (thousands) | \$ 124,931 | - 15 | + 4 |
| End-of-month deposits (thousands) † | \$ 103,574 | - 2 | + 4 |
| Annual rate of deposit turnover | 14.3 | - 12 | - 1 |
| Employment (area) | 55,400 | - 1 | - 3 |
| Manufacturing employment (area) | 4,080 | + 2 | - 2 |
| Percent unemployed (area) | 4.2 | + 2 | - 9 |
| Nonagricultural placements | 615 | + 11 | + 4 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|------------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| MIDLOTHIAN (pop. 1,521) | | | |
| Building permits, less federal contracts | \$ 17,500 | - 65 | + 75 |
| Bank debits (thousands) | \$ 921 | - 35 | - 8 |
| End-of-month deposits (thousands) † | \$ 1,387 | - 6 | - 16 |
| Annual rate of deposit turnover | 8.0 | - 29 | + 7 |
| MINERAL WELLS (pop. 11,053) | | | |
| Retail sales | | | |
| Automotive stores | + 18† | + 18 | + 39 |
| Postal receipts* | \$ 11,073 | - 36 | - 35 |
| Building permits, less federal contracts | \$ 205,700 | - 12 | + 32 |
| Bank debits (thousands) | \$ 11,455 | - 16 | - 6 |
| End-of-month deposits (thousands) † | \$ 11,756 | - 5 | - 6 |
| Annual rate of deposit turnover | 11.4 | - 12 | + 14 |
| Nonagricultural placements | 63 | + 28 | - 13 |
| MISSION (pop. 14,081) | | | |
| Retail sales | | | |
| Drug stores | - 5† | + 5 | + 11 |
| Postal receipts* | \$ 10,029 | + 28 | + 6 |
| Building permits, less federal contracts | \$ 906,940 | + 1374 | + 2521 |
| Bank debits (thousands) | \$ 11,569 | - 9 | + 15 |
| End-of-month deposits (thousands) † | \$ 8,592 | - 1 | - 1 |
| Annual rate of deposit turnover | 16.1 | - 6 | + 21 |
| MONAHANS (pop. 8,567) | | | |
| Postal receipts* | \$ 8,643 | - 17 | - 18 |
| Building permits, less federal contracts | \$ 272,570 | + 275 | + 1368 |
| Bank debits (thousands) | \$ 10,260 | - 6 | + 5 |
| End-of-month deposits (thousands) † | \$ 7,649 | - 7 | - 2 |
| Annual rate of deposit turnover | 15.5 | - 4 | + 5 |
| MOUNT PLEASANT (pop. 8,027) | | | |
| Retail sales | | | |
| Apparel stores | - 20† | + 5 | + 11 |
| Postal receipts* | \$ 11,674 | + 7 | + 17 |
| Building permits, less federal contracts | \$ 120,550 | - 6 | + 299 |
| Bank debits (thousands) | \$ 10,186 | - 11 | + 12 |
| End-of-month deposits (thousands) † | \$ 8,355 | - 1 | + 16 |
| Annual rate of deposit turnover | 14.6 | - 10 | - 2 |
| MUENSTER (pop. 1,190) | | | |
| Postal receipts* | \$ 1,104 | - 37 | - 17 |
| Building permits, less federal contracts | \$ 6,000 | + 29 | ... |
| Bank debits (thousands) | \$ 2,216 | - 9 | + 12 |
| End-of-month deposits (thousands) † | \$ 2,275 | - 2 | + 8 |
| Annual rate of deposit turnover | 11.5 | - 5 | + 4 |
| NACOGDOCHES (pop. 12,674) | | | |
| Retail sales | | | |
| Apparel stores | - 20† | - 7 | + 18 |
| Postal receipts* | \$ 17,824 | - 17 | + 6 |
| Building permits, less federal contracts | \$ 93,846 | - 55 | + 37 |
| Bank debits (thousands) | \$ 20,527 | - 11 | + 30 |
| End-of-month deposits (thousands) † | \$ 19,639 | - 1 | + 10 |
| Annual rate of deposit turnover | 12.5 | - 7 | + 21 |
| Nonagricultural placements | 88 | - 7 | - 13 |
| NEDERLAND (pop. 12,036) | | | |
| Postal receipts* | \$ 8,069 | - 14 | - 22 |
| Bank debits (thousands) | \$ 5,745 | - 1 | + 15 |
| End-of-month deposits (thousands) † | \$ 4,659 | - 7 | + 17 |
| Annual rate of deposit turnover | 14.3 | - 2 | - 6 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|-----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| NEW BRAUNFELS (pop. 15,631) | | | |
| Retail sales | | | |
| Automotive stores | + 16† | ** | + 21 |
| Postal receipts* | \$ 21,265 | + 11 | - 1 |
| Building permits, less federal contracts \$ | 138,790 | + 43 | - 25 |
| Bank debits (thousands) | \$ 12,418 | - 8 | - 1 |
| End-of-month deposits (thousands) † | \$ 11,962 | - 2 | - 2 |
| Annual rate of deposit turnover | 12.3 | - 5 | + 1 |

NORTH RICHLAND HILLS (pop. 8,662)

| | | | |
|---|----------|------|-------|
| Building permits, less federal contracts \$ | 130,976 | - 51 | - 87 |
| Bank debits (thousands) | \$ 4,432 | - 13 | + 105 |
| End-of-month deposits (thousands) † | \$ 3,393 | + 2 | + 152 |
| Annual rate of deposit turnover | 15.3 | - 16 | - 19 |

ODESSA (pop. 80,338)

| | | | |
|---|-----------|------|------|
| Retail sales | - 3† | - 9 | + 16 |
| Furniture and household appliance stores | | | |
| | - 7† | - 5 | + 26 |
| Postal receipts* | \$ 81,537 | + 1 | + 6 |
| Building permits, less federal contracts \$ | 618,062 | + 40 | - 23 |
| Bank debits (thousands) | \$ 76,563 | - 18 | + 7 |
| End-of-month deposits (thousands) † | \$ 77,265 | - 11 | + 9 |
| Annual rate of deposit turnover | 11.2 | - 16 | + 2 |
| Employment (area) | 55,400 | - 1 | - 3 |
| Manufacturing employment (area) | 4,089 | + 2 | - 2 |
| Percent unemployed (area) | 4.2 | + 2 | - 9 |
| Nonagricultural placements | 364 | - 16 | + 1 |

ORANGE (pop. 25,605)

| | | | |
|---|-----------|-------|-------|
| Retail sales | - 3† | - 18 | + 3 |
| Postal receipts* | \$ 27,671 | - 20 | + 23 |
| Building permits, less federal contracts \$ | 334,424 | + 171 | + 132 |
| Bank debits (thousands) | \$ 29,160 | - 11 | + 18 |
| End-of-month deposits (thousands) † | \$ 24,992 | - 13 | + 1 |
| Annual rate of deposit turnover | 13.0 | - 8 | + 10 |
| Employment (area) | 111,200 | + 1 | + 6 |
| Manufacturing employment (area) | 34,720 | - 3 | + 1 |
| Percent unemployed (area) | 7.5 | + 10 | - 10 |
| Nonagricultural placements | 162 | + 13 | + 62 |

PALESTINE (pop. 13,974)

| | | | |
|---|-----------|------|------|
| Postal receipts* | \$ 14,489 | - 11 | + 9 |
| Building permits, less federal contracts \$ | 93,993 | + 7 | - 58 |
| Bank debits (thousands) | \$ 11,392 | - 7 | + 13 |
| End-of-month deposits (thousands) † | \$ 16,141 | - 1 | ** |
| Annual rate of deposit turnover | 8.4 | - 7 | + 15 |

PAMPA (pop. 24,664)

| | | | |
|---|-----------|-------|-------|
| Retail sales | - 3† | - 6 | + 5 |
| Automotive stores | + 16† | - 2 | + 13 |
| Eating and drinking places | - 6† | - 12 | + 2 |
| Food stores | - 6† | - 3 | - 1 |
| Postal receipts* | \$ 22,597 | - 18 | - 13 |
| Building permits, less federal contracts \$ | 141,767 | + 147 | + 211 |
| Bank debits (thousands) | \$ 21,469 | - 29 | - 15 |
| End-of-month deposits (thousands) † | \$ 21,046 | ** | - 15 |
| Annual rate of deposit turnover | 12.3 | - 23 | + 4 |
| Nonagricultural placements | 213 | + 65 | + 85 |

PARIS (pop. 20,977)

| | | | |
|---|-----------|-------|-------|
| Retail sales | - 3† | - 12 | ** |
| Apparel stores | - 20† | + 5 | + 16 |
| Automotive stores | + 16† | - 15 | - 4 |
| Postal receipts* | \$ 22,490 | - 2 | + 10 |
| Building permits, less federal contracts \$ | 815,300 | + 156 | + 482 |
| Bank debits (thousands) | \$ 20,111 | - 17 | + 26 |
| End-of-month deposits (thousands) † | \$ 16,902 | + 1 | + 6 |
| Annual rate of deposit turnover | 14.3 | - 15 | + 17 |
| Nonagricultural placements | 96 | + 85 | - 14 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|-----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| PASADENA (pop. 58,737) | | | |
| Retail sales | - 3† | - 3 | + 7 |
| Apparel stores | - 20† | - 9 | + 16 |
| Automotive stores | + 16† | - 4 | + 6 |
| General merchandise stores | - 14† | + 6 | + 13 |
| Postal receipts* | \$ 44,779 | + 26 | + 6 |
| Building permits, less federal contracts \$ | 693,050 | - 53 | - 76 |
| Bank debits (thousands) | \$ 48,126 | - 16 | + 13 |
| End-of-month deposits (thousands) † | \$ 30,044 | - 5 | + 10 |
| Annual rate of deposit turnover | 18.7 | - 17 | + 3 |

PECOS (pop. 12,728)

| | | | |
|---|-----------|-------|-------|
| Postal receipts* | \$ 11,021 | + 8 | - 16 |
| Building permits, less federal contracts \$ | 57,925 | + 353 | + 137 |
| Bank debits (thousands) | \$ 17,513 | - 26 | + 1 |
| End-of-month deposits (thousands) † | \$ 11,248 | - 5 | - 8 |
| Annual rate of deposit turnover | 13.2 | - 22 | + 5 |
| Nonagricultural placements | 47 | - 4 | - 27 |

PHARR (pop. 14,106)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 7,395 | + 21 | + 2 |
| Building permits, less federal contracts \$ | 54,285 | + 2 | + 11 |
| Bank debits (thousands) | \$ 3,846 | - 24 | - 6 |
| End-of-month deposits (thousands) † | \$ 3,963 | - 24 | - 4 |
| Annual rate of deposit turnover | 10.0 | - 22 | - 12 |

PILOT POINT (pop. 1,254)

| | | | |
|---|----------|------|------|
| Building permits, less federal contracts \$ | 14,850 | - 24 | - 80 |
| Bank debits (thousands) | \$ 1,069 | - 16 | + 9 |
| End-of-month deposits (thousands) † | \$ 1,699 | - 3 | - 3 |
| Annual rate of deposit turnover | 7.4 | - 11 | + 10 |

PLAINVIEW (pop. 18,735)

| | | | |
|---|-----------|-------|-------|
| Retail sales | | | |
| Automotive stores | + 16† | + 1 | + 31 |
| Lumber, building materials, and hardware stores | + 13† | - 33 | - 29 |
| Postal receipts* | \$ 23,649 | - 2 | + 13 |
| Building permits, less federal contracts \$ | 851,000 | + 330 | + 636 |
| End-of-month deposits (thousands) † | \$ 31,471 | - 13 | + 2 |
| Nonagricultural placements | 224 | - 21 | + 3 |

PORT ARTHUR (pop. 66,676)

| | | | |
|---|-----------|------|------|
| Retail sales | - 3† | + 2 | + 7 |
| Automotive stores | + 16† | + 8 | + 17 |
| Furniture and household appliance stores | | | |
| | - 7† | - 14 | ** |
| Lumber, building materials, and hardware stores | | | |
| | + 13† | + 7 | - 26 |
| Postal receipts* | \$ 53,686 | + 1 | + 9 |
| Building permits, less federal contracts \$ | 387,632 | - 61 | + 38 |
| Bank debits (thousands) | \$ 63,787 | - 14 | + 8 |
| End-of-month deposits (thousands) † | \$ 41,000 | - 4 | - 2 |
| Annual rate of deposit turnover | 18.2 | - 18 | + 10 |
| Employment (area) | 111,200 | + 1 | + 6 |
| Manufacturing employment (area) | 34,720 | - 3 | + 1 |
| Percent unemployed (area) | 7.5 | + 10 | - 10 |

PORT ISABEL (pop. 3,575)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 2,755 | + 13 | - 8 |
| Building permits, less federal contracts \$ | 3,290 | - 82 | - 31 |
| Bank debits (thousands) | \$ 1,213 | - 18 | + 13 |
| End-of-month deposits (thousands) † | \$ 1,270 | + 5 | + 20 |
| Annual rate of deposit turnover | 11.3 | - 18 | - 4 |

PORT NECHES (pop. 8,696)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 7,506 | - 19 | + 6 |
| Building permits, less federal contracts \$ | 71,007 | + 2 | + 39 |
| Bank debits (thousands) | \$ 8,279 | - 9 | + 7 |
| End-of-month deposits (thousands) † | \$ 6,261 | - 4 | - 2 |
| Annual rate of deposit turnover | 15.5 | - 7 | + 12 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| QUANAH (pop. 4,564) | | | |
| Postal receipts* | \$ 4,333 | - 13 | ** |
| Building permits, less federal contracts \$ | 54,500 | +726 | +765 |
| Bank debits (thousands).....\$ | 5,237 | - 26 | - 12 |
| End-of-month deposits (thousands)†..\$ | 6,082 | - 2 | - 6 |
| Annual rate of deposit turnover..... | 10.3 | - 26 | - 6 |

RAYMONDVILLE (pop. 9,385)

| | | | |
|--|--------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | - 12 | ** |
| Food stores | - 6† | - 3 | - 7 |
| Lumber, building materials, and hardware stores..... | + 18† | + 10 | - 14 |
| Postal receipts*.....\$ | 7,870 | + 39 | - 4 |
| Building permits, less federal contracts \$ | 22,100 | - 36 | - 67 |
| Bank debits (thousands).....\$ | 6,421 | + 11 | + 15 |
| End-of-month deposits (thousands)†..\$ | 8,087 | + 2 | + 1 |
| Annual rate of deposit turnover..... | 9.6 | + 7 | + 15 |
| Nonagricultural placements | 77 | - 61 | - 10 |

REFUGIO (pop. 4,944)

| | | | |
|---|--------|------|------|
| Retail sales | | | |
| Lumber, building materials, and hardware stores | + 18† | + 2 | - 25 |
| Postal receipts*.....\$ | 4,727 | + 10 | + 16 |
| Building permits, less federal contracts \$ | 17,850 | ... | - 50 |

RICHARDSON (pop. 16,810)

| | | | |
|---|-----------|------|------|
| Retail sales | | | |
| Apparel stores | - 20† | - 4 | + 17 |
| Postal receipts*.....\$ | 40,451 | - 3 | + 26 |
| Building permits, less federal contracts \$ | 1,617,679 | - 50 | - 27 |

ROBSTOWN (pop. 10,266)

| | | | |
|---|--------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | - 7 | + 9 |
| Postal receipts*.....\$ | 7,975 | + 2 | - 12 |
| Building permits, less federal contracts \$ | 49,760 | + 77 | + 91 |
| Bank debits (thousands).....\$ | 9,733 | - 9 | + 20 |
| End-of-month deposits (thousands)†..\$ | 8,617 | - 9 | - 8 |
| Annual rate of deposit turnover..... | 12.9 | - 7 | + 25 |

ROCKDALE (pop. 4,481)

| | | | |
|---|-------|------|------|
| Postal receipts*.....\$ | 4,424 | + 5 | + 4 |
| Building permits, less federal contracts \$ | 2,060 | - 88 | + 52 |
| Bank debits (thousands).....\$ | 4,504 | - 5 | + 24 |
| End-of-month deposits (thousands)†..\$ | 6,261 | - 2 | + 10 |
| Annual rate of deposit turnover..... | 8.6 | - 7 | + 15 |

ROSENBERG (pop. 9,698)

| | | | |
|---|--------|------|------|
| Postal receipts*.....\$ | 7,564 | - 21 | - 26 |
| Building permits, less federal contracts \$ | 74,750 | + 33 | - 86 |
| End-of-month deposits (thousands)†..\$ | 9,207 | - 5 | ** |

SAN ANGELO (pop. 58,815)

| | | | |
|---|---------|------|------|
| Retail sales | | | |
| General merchandise stores..... | - 14† | - 14 | + 10 |
| Postal receipts*.....\$ | 90,134 | + 6 | + 5 |
| Building permits, less federal contracts \$ | 414,097 | + 25 | - 1 |
| Bank debits (thousands).....\$ | 55,940 | - 21 | + 9 |
| End-of-month deposits (thousands)†..\$ | 49,218 | - 5 | + 7 |
| Annual rate of deposit turnover..... | 13.3 | - 20 | + 1 |
| Employment (area)..... | 13,700 | - 1 | ** |
| Manufacturing employment (area)..... | 3,190 | + 3 | + 3 |
| Percent unemployed (area)..... | 5.9 | - 2 | - 2 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|--|-----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| SAN ANTONIO (pop. 587,718) | | | |
| Retail sales | | | |
| Apparel stores | - 15† | - 14 | + 8 |
| Automotive stores | **† | - 9 | - 1 |
| Drug stores | - 3† | ** | + 6 |
| Eating and drinking places..... | - 5† | - 1 | - 1 |
| Food stores | - 3† | - 5 | - 5 |
| Furniture and household appliance stores | | | |
| Gasoline and service stations..... | - 5† | - 11 | - 3 |
| General merchandise stores..... | - 8† | + 4 | + 7 |
| Jewelry stores | ... | - 23 | - 17 |
| Liquor stores | ... | + 5 | + 3 |
| Lumber, building material, and hardware stores | | | |
| Nurseries | + 5 | - 2 | - 2 |
| Postal receipts*.....\$ | 868,536 | + 7 | + 5 |
| Building permits, less federal contracts \$ | 3,618,754 | - 50 | - 16 |
| Bank debits (thousands).....\$ | 683,026 | - 15 | + 2 |
| End-of-month deposits (thousands)†..\$ | 419,447 | - 3 | + 2 |
| Annual rate of deposit turnover..... | 19.2 | - 13 | ** |
| Employment (area)..... | 214,000 | ** | + 2 |
| Manufacturing employment (area)..... | 26,550 | ** | + 3 |
| Percent unemployed (area)..... | 5.1 | - 2 | - 12 |

SAN BENITO (pop. 16,422)

| | | | |
|---|--------|------|-------|
| Retail sales | | | |
| Automotive stores | + 16† | ** | - 13 |
| Postal receipts*.....\$ | 6,955 | - 18 | - 12 |
| Building permits, less federal contracts \$ | 18,425 | - 88 | + 111 |
| Bank debits (thousands).....\$ | 5,443 | - 4 | + 12 |
| End-of-month deposits (thousands)†..\$ | 6,132 | + 3 | - 1 |
| Annual rate of deposit turnover..... | 10.8 | - 4 | + 15 |
| Employment (area)..... | 34,750 | + 1 | + 2 |
| Manufacturing employment (area)..... | 4,950 | + 5 | + 3 |
| Percent unemployed (area)..... | 7.6 | - 10 | - 10 |

SAN JUAN (pop. 4,371)

| | | | |
|---|-------|------|------|
| Postal receipts*.....\$ | 2,514 | - 2 | - 20 |
| Building permits, less federal contracts \$ | 1,800 | - 82 | - 87 |
| Bank debits (thousands).....\$ | 2,362 | + 16 | + 33 |
| End-of-month deposits (thousands)†..\$ | 1,943 | - 10 | - 9 |
| Annual rate of deposit turnover..... | 13.9 | + 19 | + 42 |

SAN MARCOS (pop. 12,713)

| | | | |
|---|--------|------|------|
| Postal receipts*.....\$ | 14,005 | + 26 | + 26 |
| Building permits, less federal contracts \$ | 58,800 | - 43 | - 8 |
| Bank debits (thousands).....\$ | 9,425 | - 1 | + 25 |
| End-of-month deposits (thousands)†..\$ | 10,311 | - 3 | + 10 |
| Annual rate of deposit turnover..... | 10.8 | - 5 | + 9 |

SAN SABA (pop. 2,728)

| | | | |
|---|--------|------|------|
| Postal receipts*.....\$ | 3,138 | - 9 | - 6 |
| Building permits, less federal contracts \$ | 25,000 | ... | ... |
| Bank debits (thousands).....\$ | 4,314 | - 21 | + 28 |
| End-of-month deposits (thousands)†..\$ | 4,678 | - 3 | + 3 |
| Annual rate of deposit turnover..... | 10.9 | - 19 | + 27 |

SCHERTZ (pop. 2,281)

| | | | |
|--|-------|------|------|
| Postal receipts*.....\$ | 1,176 | - 34 | - 10 |
| Bank debits (thousands).....\$ | 530 | - 25 | ... |
| End-of-month deposits (thousands)†..\$ | 1,082 | - 3 | ... |
| Annual rate of deposit turnover..... | 5.8 | ... | ... |

SEAGOVILLE (pop. 3,745)

| | | | |
|---|-------|------|------|
| Postal receipts*.....\$ | 3,967 | + 16 | + 18 |
| Building permits, less federal contracts \$ | 9,321 | + 45 | - 88 |
| Bank debits (thousands).....\$ | 2,354 | - 29 | + 12 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|-----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| SEGUIN (pop. 14,299) | | | |
| Retail sales | | | |
| Automotive stores | + 16† | - 19 | + 5 |
| Postal receipts* | \$ 11,301 | - 11 | + 3 |
| Building permits, less federal contracts \$ | 346,700 | +214 | +413 |
| Bank debits (thousands) | \$ 11,918 | - 9 | + 20 |
| End-of-month deposits (thousands) † | \$ 15,304 | + 1 | + 4 |
| Annual rate of deposit turnover | 9.4 | - 10 | + 18 |

SHERMAN (pop. 24,988)

| | | | |
|--|-----------|------|------|
| Retail sales | - 3† | - 10 | + 13 |
| Apparel stores | - 20† | - 13 | + 17 |
| Automotive stores | + 16† | + 5 | + 24 |
| Lumber, building material, and hardware stores | + 18† | - 6 | + 18 |
| Postal receipts* | \$ 36,566 | + 5 | + 6 |
| Building permits, less federal contracts \$ | 376,879 | + 56 | - 54 |
| Bank debits (thousands) | \$ 29,679 | - 21 | + 14 |
| End-of-month deposits (thousands) † | \$ 19,863 | - 2 | + 3 |
| Annual rate of deposit turnover | 17.7 | - 15 | + 12 |
| Nonagricultural placements | 120 | - 17 | - 27 |

SILSBEE (pop. 6,277)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 7,697 | - 8 | - 5 |
| Building permits, less federal contracts \$ | 31,550 | + 54 | + 6 |
| Bank debits (thousands) | \$ 4,782 | - 1 | + 15 |
| End-of-month deposits (thousands) † | \$ 5,495 | - 3 | - 3 |
| Annual rate of deposit turnover | 10.3 | ** | + 14 |

SINTON (pop. 6,008)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 4,963 | - 44 | - 6 |
| Building permits, less federal contracts \$ | 31,650 | +199 | - 10 |
| Bank debits (thousands) | \$ 4,214 | - 12 | + 7 |
| End-of-month deposits (thousands) † | \$ 4,613 | - 8 | - 11 |
| Annual rate of deposit turnover | 10.5 | - 9 | + 18 |

SLATON (pop. 6,568)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 4,170 | - 17 | - 1 |
| Building permits, less federal contracts \$ | 7,950 | - 45 | - 74 |
| Bank debits (thousands) | \$ 4,726 | - 30 | + 5 |
| End-of-month deposits (thousands) † | \$ 4,730 | - 14 | - 3 |
| Annual rate of deposit turnover | 11.1 | - 29 | + 12 |
| Employment (area) | 57,500 | ** | + 7 |
| Manufacturing employment (area) | 5,950 | - 1 | ** |
| Percent unemployed (area) | 3.5 | - 19 | - 24 |

SMITHVILLE (pop. 2,933)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 2,561 | + 23 | + 18 |
| Building permits, less federal contracts \$ | 18,000 | +300 | ... |
| Bank debits (thousands) | \$ 1,252 | - 20 | + 15 |
| End-of-month deposits (thousands) † | \$ 2,509 | - 4 | + 8 |
| Annual rate of deposit turnover | 5.9 | - 17 | + 5 |

SNYDER (pop. 13,850)

| | | | |
|---|-----------|------|------|
| Retail sales | | | |
| Automotive stores | + 18 | + 14 | + 15 |
| Postal receipts* | \$ 11,635 | - 23 | + 1 |
| Building permits, less federal contracts \$ | 35,650 | - 38 | + 3 |
| Bank debits (thousands) | \$ 16,099 | - 18 | + 24 |
| End-of-month deposits (thousands) † | \$ 18,465 | - 6 | - 1 |
| Annual rate of deposit turnover | 9.5 | - 15 | + 23 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| SOUTH HOUSTON (pop. 7,253) | | | |
| Postal receipts* | \$ 8,272 | + 11 | + 19 |
| Building permits, less federal contracts \$ | 92,100 | - 76 | - 44 |
| Bank debits (thousands) | \$ 6,923 | + 2 | + 33 |
| End-of-month deposits (thousands) † | \$ 4,794 | + 5 | + 25 |
| Annual rate of deposit turnover | 15.2 | ** | + 3 |

SULPHUR SPRINGS (pop. 9,160)

| | | | |
|---|-----------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | + 9 | + 57 |
| Postal receipts* | \$ 12,307 | - 12 | + 16 |
| Building permits, less federal contracts \$ | 73,550 | - 33 | - 11 |
| Bank debits (thousands) | \$ 13,366 | - 4 | + 33 |
| End-of-month deposits (thousands) † | \$ 12,905 | - 4 | + 3 |
| Annual rate of deposit turnover | 12.2 | - 2 | + 28 |

SWEETWATER (pop. 13,914)

| | | | |
|---|-----------|------|------|
| Retail sales | - 3† | + 9 | + 22 |
| Automotive stores | + 16† | + 17 | + 24 |
| Postal receipts* | \$ 12,210 | - 38 | + 1 |
| Building permits, less federal contracts \$ | 50,110 | - 51 | +271 |
| Bank debits (thousands) | \$ 12,261 | - 28 | + 6 |
| End-of-month deposits (thousands) † | \$ 10,143 | - 7 | - 3 |
| Annual rate of deposit turnover | 14.0 | - 23 | + 6 |
| Nonagricultural placements | 93 | + 39 | + 26 |

TAYLOR (pop. 9,434)

| | | | |
|-------------------------------------|-----------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | ** | + 14 |
| Postal receipts* | \$ 7,584 | - 22 | - 1 |
| Bank debits (thousands) | \$ 7,840 | - 26 | + 8 |
| End-of-month deposits (thousands) † | \$ 14,849 | - 7 | + 6 |
| Annual rate of deposit turnover | 6.1 | - 22 | + 2 |
| Nonagricultural placements | 15 | - 29 | + 50 |

TEMPLE (pop. 30,419)

| | | | |
|--|-----------|------|------|
| Retail sales | - 3† | - 1 | + 12 |
| Apparel stores | - 20† | - 22 | ** |
| Furniture and household appliance stores | - 7† | + 26 | + 9 |
| Lumber, building material, and hardware stores | + 18† | - 15 | + 12 |
| Postal receipts* | \$ 45,656 | + 7 | + 6 |
| Building permits, less federal contracts \$ | 400,095 | - 49 | - 3 |
| Bank debits (thousands) | \$ 33,756 | - 9 | + 30 |
| Nonagricultural placements | 205 | + 4 | + 27 |

TERRELL (pop. 13,803)

| | | | |
|---|----------|------|------|
| Postal receipts* | \$ 8,570 | + 23 | + 18 |
| Building permits, less federal contracts \$ | 101,962 | +153 | +260 |
| Bank debits (thousands) | \$ 9,187 | - 7 | + 16 |
| End-of-month deposits (thousands) † | \$ 8,517 | - 4 | ** |
| Annual rate of deposit turnover | 12.7 | - 2 | + 13 |

TEXARKANA (pop. 30,218)

| | | | |
|---|-----------|------|------|
| Retail sales | - 3† | ** | + 31 |
| Automotive stores | + 16† | + 5 | + 43 |
| Furniture and household appliance stores | - 7† | - 21 | + 3 |
| Postal receipts* | \$ 62,077 | - 17 | + 3 |
| Building permits, less federal contracts \$ | 171,236 | - 28 | ** |
| Bank debits (thousands) | \$ 64,193 | - 11 | + 26 |
| End-of-month deposits (thousands) † | \$ 19,582 | - 1 | + 6 |
| Annual rate of deposit turnover | 18.2 | - 12 | + 17 |
| Employment (area) | 31,600 | ** | + 1 |
| Manufacturing employment (area) | 6,450 | ** | + 6 |
| Percent unemployed (area) | 7.0 | - 1 | - 3 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| TEXAS CITY (pop. 32,065) | | | |
| Postal receipts* | 26,734 | - 5 | - 3 |
| Building permits, less federal contracts \$ | 338,925 | + 49 | + 13 |
| Bank debits (thousands) \$ | 22,545 | - 26 | ** |
| End-of-month deposits (thousands) † \$ | 15,140 | - 3 | + 5 |
| Annual rate of deposit turnover | 17.6 | - 26 | - 5 |
| Employment (area) | 54,800 | + 1 | + 4 |
| Manufacturing employment (area) | 10,400 | - 1 | + 1 |
| Percent unemployed (area) | 6.0 | ** | - 24 |

TOMBALL (pop. 1,713)

| | | | |
|--|-------|-----|------|
| Bank debits (thousands) \$ | 8,047 | ** | + 15 |
| End-of-month deposits (thousands) † \$ | 6,581 | + 5 | + 5 |
| Annual rate of deposit turnover | 15.0 | - 9 | + 14 |

TYLER (pop. 51,230)

| | | | |
|---|-----------|------|------|
| Retail sales | - 3† | + 6 | + 4 |
| Apparel stores | - 20† | + 15 | + 14 |
| Automotive stores | + 16† | + 5 | + 5 |
| Postal receipts* | 98,596 | - 16 | - 9 |
| Building permits, less federal contracts \$ | 1,500,961 | - 71 | + 76 |
| Bank debits (thousands) \$ | 99,234 | - 16 | + 12 |
| End-of-month deposits (thousands) † \$ | 67,934 | - 3 | + 4 |
| Annual rate of deposit turnover | 17.3 | - 13 | + 5 |
| Employment (area) | 31,500 | ** | + 1 |
| Manufacturing employment (area) | 7,740 | ** | + 8 |
| Percent unemployed (area) | 5.1 | - 2 | - 2 |
| Nonagricultural placements | 586 | + 35 | - 13 |

UVALDE (pop. 10,293)

| | | | |
|---|--------|------|------|
| Retail sales | | | |
| Food stores | - 6† | + 2 | + 10 |
| Postal receipts* | 13,420 | + 37 | + 53 |
| Building permits, less federal contracts \$ | 60,077 | +110 | + 38 |
| Bank debits (thousands) \$ | 10,776 | - 14 | - 13 |
| End-of-month deposits (thousands) † \$ | 8,911 | - 6 | + 2 |
| Annual rate of deposit turnover | 14.1 | - 15 | - 13 |

VERNON (pop. 12,141)

| | | | |
|---|---------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | - 16 | + 21 |
| Postal receipts* | 11,659 | - 9 | + 2 |
| Building permits, less federal contracts \$ | 108,660 | + 64 | + 25 |
| Bank debits (thousands) \$ | 14,214 | - 25 | + 1 |
| End-of-month deposits (thousands) † \$ | 19,665 | - 2 | + 2 |
| Annual rate of deposit turnover | 8.6 | - 24 | ** |
| Nonagricultural placements | 74 | + 30 | + 90 |

VICTORIA (pop. 33,047)

| | | | |
|---|---------|------|------|
| Retail sales | - 3† | - 9 | + 2 |
| Apparel stores | - 20† | - 12 | + 19 |
| Automotive stores | + 16† | - 16 | + 3 |
| Food stores | - 6† | - 7 | - 3 |
| Furniture and household appliance stores | - 7† | + 1 | + 6 |
| Lumber building material, and hardware stores | + 18† | - 11 | + 17 |
| Postal receipts* | 41,072 | - 2 | - 1 |
| Building permits, less federal contracts \$ | 254,600 | - 62 | - 25 |
| Bank debits (thousands) \$ | 65,514 | - 15 | + 5 |
| End-of-month deposits (thousands) † \$ | 87,011 | + 3 | + 11 |
| Annual rate of deposit turnover | 9.2 | - 12 | - 3 |
| Nonagricultural placements | 414 | + 10 | + 11 |

WAXAHACHIE (pop. 12,749)

| | | | |
|--|---------|------|------|
| Retail sales | | | |
| Lumber, building material, and hardware stores | + 18† | ** | - 5 |
| Postal receipts* | 19,905 | + 17 | + 12 |
| Building permits, less federal contracts \$ | 309,500 | +591 | + 71 |
| Bank debits (thousands) \$ | 10,744 | - 8 | + 20 |
| End-of-month deposits (thousands) † \$ | 10,057 | - 4 | + 4 |
| Annual rate of deposit turnover | 12.5 | - 4 | + 14 |
| Nonagricultural placements | 57 | + 39 | - 28 |

Local Business Conditions

| City and item | Feb 1964 | Percent change | |
|---|-----------|------------------------|------------------------|
| | | Feb 1964 from Jan 1964 | Feb 1964 from Feb 1963 |
| WACO (pop. 103,462) | | | |
| Retail sales | - 3† | - 6 | + 5 |
| Apparel stores | - 20† | + 8 | + 29 |
| Automotive stores | + 16† | + 9 | - 4 |
| General merchandise stores | - 14† | - 13 | + 13 |
| Postal receipts* | 196,416 | + 12 | + 2 |
| Building permits, less federal contracts \$ | 1,793,587 | + 59 | + 92 |
| Bank debits (thousands) \$ | 123,421 | - 13 | + 6 |
| End-of-month deposits (thousands) † \$ | 79,826 | - 1 | + 6 |
| Annual rate of deposit turnover | 18.5 | - 12 | - 1 |
| Employment (area) | 51,600 | ** | + 2 |
| Manufacturing employment (area) | 10,490 | + 1 | + 3 |
| Percent unemployed (area) | 5.8 | - 6 | - 5 |

WEATHERFORD (pop. 9,759)

| | | | |
|---|---------|------|------|
| Postal receipts* | 11,218 | - 12 | - 2 |
| Building permits, less federal contracts \$ | 263,000 | +599 | +468 |
| End-of-month deposits (thousands) † \$ | 14,017 | ** | + 2 |

WESLACO (pop. 15,649)

| | | | |
|---|--------|------|------|
| Retail sales | | | |
| Automotive stores | + 16† | + 13 | + 13 |
| Food stores | - 6† | + 2 | - 6 |
| Postal receipts* | 12,847 | + 27 | + 23 |
| Building permits, less federal contracts \$ | 45,965 | - 66 | - 85 |
| Bank debits (thousands) \$ | 9,221 | - 10 | + 19 |
| End-of-month deposits (thousands) † \$ | 7,809 | + 2 | + 4 |
| Annual rate of deposit turnover | 14.3 | - 12 | + 15 |

WICHITA FALLS (pop. 101,724)

| | | | |
|---|-----------|------|------|
| Retail sales | - 3† | + 1 | + 7 |
| Apparel stores | - 20† | - 26 | + 3 |
| Automotive stores | + 16† | + 10 | + 2 |
| Furniture and household appliance stores | - 7† | - 14 | + 4 |
| General merchandise stores | - 14† | - 20 | + 33 |
| Postal receipts* | 125,860 | + 11 | + 1 |
| Building permits, less federal contracts \$ | 1,156,852 | + 91 | + 6 |
| Bank debits (thousands) \$ | 121,535 | - 17 | + 7 |
| End-of-month deposits (thousands) † \$ | 100,370 | - 2 | ** |
| Annual rate of deposit turnover | 14.4 | - 13 | + 6 |
| Employment (area) | 45,100 | ** | ** |
| Manufacturing employment (area) | 4,060 | ** | + 4 |
| Percent unemployed (area) | 4.9 | - 8 | - 9 |

LOWER RIO GRANDE VALLEY (pop. 352,086) (Cameron, Willacy and Hidalgo Counties)

| | | | |
|--|-------|------|------|
| Retail sales | - 3† | ** | + 8 |
| Apparel stores | - 20† | - 18 | + 15 |
| Automotive stores | + 16† | + 4 | + 15 |
| Drug stores | - 5† | - 1 | + 7 |
| Eating and drinking places | - 6† | + 7 | + 8 |
| Florists | | + 7 | - 7 |
| Food stores | - 6† | - 1 | - 3 |
| Furniture and household appliance stores | - 7† | - 6 | - 13 |
| Gasoline and service stations | - 3† | - 7 | - 12 |
| General merchandise stores | - 14† | - 4 | + 15 |
| Lumber, building material, and hardware stores | + 18† | - 8 | - 7 |
| Postal receipts* | | + 3 | - 2 |
| Building permits, less federal contracts | | + 22 | + 17 |
| Bank debits (thousands) | | - 14 | + 4 |
| End-of-month deposits (thousands) | | - 3 | - 1 |
| Annual rate of deposit turnover | 16.0 | - 14 | + 4 |

BAROMETERS OF TEXAS BUSINESS

All figures are for Texas unless otherwise indicated. All indexes are based on the average months for 1957-59, except where indicated; all are adjusted for seasonal variation, except annual indexes. Employment estimates are Texas Employment Commission data in cooperation with the Bureau of Labor Statistics of the U. S. Department of Labor. The index of Texas business activity is based on bank debits in 20 cities, adjusted for price level. An asterisk (*) indicates preliminary data subject to revision. Revised data are marked (r).

| | Feb 1964 | Jan 1964 | Feb 1963 | Year-to-date average | |
|---|-------------|-------------|-------------|----------------------|-----------|
| | | | | 1964 | 1963 |
| GENERAL BUSINESS ACTIVITY | | | | | |
| Texas business activity, index..... | 146.6 | 142.9 | 132.8 | 144.8 | 135.6 |
| Miscellaneous freight carloadings in SW District, index..... | 78.2 | 77.6 | 75.8 | 77.9 | 74.7 |
| Wholesale prices in U. S., unadjusted index..... | 100.5 | 101.0 | 100.2 | 100.8 | 100.4 |
| Consumers' prices in Houston, unadjusted index..... | 107.2 | | 105.0 | 107.2 | 105.0 |
| Consumers' prices in U. S., unadjusted index..... | 107.6 | 107.7 | 106.1 | 107.7 | 106.1 |
| Income payments to individuals in U. S. (billions, at seasonally adjusted annual rate)..... | \$ 478.3* | \$ 478.1r | \$ 452.9 | \$ 478.2 | \$ 453.5 |
| Business failures (number)..... | 72 | 54 | 52 | 63 | 54 |
| Business failures (liabilities, thousands)..... | \$ 5,514 | \$ 6,787 | \$ 3,740 | \$ 6,151 | \$ 5,095 |
| Newspaper lineage, index..... | 106.8 | 108.6 | 105.6 | 107.7 | 107.6 |
| Ordinary life insurance sales, index..... | 156.5 | 141.4 | 131.1 | 149.0 | 124.4 |
| TRADE | | | | | |
| Total retail sales, index..... | 123.6* | 125.8* | 118.9r | | |
| Durable-goods sales, index..... | 126.5* | 143.5* | 123.5r | | |
| Nondurable-goods sales, index..... | 122.0* | 116.7* | 116.6r | | |
| Ratio of credit sales to net sales in department and apparel stores..... | 74.2* | 64.2* | 75.2r | 69.2 | 69.8 |
| Ratio of collections to outstandings in department and apparel stores..... | 38.5* | 33.5* | 37.6r | 36.0 | 35.1 |
| PRODUCTION | | | | | |
| Total electric power consumption, index..... | 153.1* | 149.8* | 138.8r | 151.5 | 137.7 |
| Industrial electric power consumption, index..... | 144.4* | 135.3* | 128.7r | 139.9 | 127.4 |
| Crude oil production, index..... | 96.6* | 98.3* | 92.2r | 97.5 | 90.3 |
| Average daily production per oil well (bbl.)..... | 13.1 | 13.1 | 12.7 | 13.1 | 12.5 |
| Crude oil runs to stills, index..... | 116.8 | 112.4 | 111.5 | 114.6 | 112.3 |
| Industrial production in U. S., index..... | 127.6* | 127.2r | 120.2 | 127.4 | 119.7 |
| Texas industrial production—total, index..... | 125* | 122 | 116r | 124 | 115 |
| Texas industrial production—manufacturing, index..... | 141* | 139r | 131r | 140 | 130 |
| Texas industrial production—durable goods, index..... | 134* | 131r | 121r | 133 | 121 |
| Texas industrial production—nondurable goods, index..... | 147* | 144 | 138r | 146 | 136 |
| Texas mineral production, index..... | 102* | 100 | 98r | 101 | 96 |
| Construction authorized, index..... | 129.0 | 130.3 | 139.5 | 129.7 | 130.1 |
| Residential building, index..... | 115.6 | 122.6 | 115.3 | 119.1 | 113.1 |
| Nonresidential building, index..... | 152.8 | 150.2 | 175.9 | 151.5 | 156.9 |
| AGRICULTURE | | | | | |
| Prices received by farmers, unadjusted index, 1910-14=100..... | 253 | 256 | 262 | 255 | 264 |
| Prices paid by farmers in U. S., unadjusted index, 1910-14=100..... | 313 | 313 | 312r | 313 | 312 |
| Ratio of Texas farm prices received to U. S. prices paid by farmers..... | 81 | 82 | 84 | 82 | 85 |
| FINANCE | | | | | |
| Bank debits, index..... | 147.3 | 144.3 | 133.1 | 145.8 | 136.1 |
| Bank debits, U. S., index..... | 152.2 | 163.3 | 145.2 | 157.8 | 146.6 |
| Reporting member banks, Dallas Federal Reserve District: | | | | | |
| Loans (millions)..... | \$ 4,042 | \$ 3,985 | \$ 3,514 | \$ 4,014 | \$ 3,510 |
| Loans and investments (millions)..... | \$ 6,122 | \$ 6,063 | \$ 5,686 | \$ 6,093 | \$ 5,653 |
| Adjusted demand deposits (millions)..... | \$ 2,865 | \$ 2,907 | \$ 2,888 | \$ 2,886 | \$ 2,924 |
| Revenue receipts of the State Comptroller (thousands)..... | \$146,837 | \$122,620 | \$125,211 | \$134,729 | \$122,697 |
| LABOR | | | | | |
| Manufacturing employment in Texas, index..... | 108.3* | 107.7r | 104.4r | 108.0 | 104.3 |
| Total nonagricultural employment in Texas, index..... | 110.4* | 109.8r | 107.7r | 110.1 | 107.2 |
| Average weekly hours—manufacturing, index..... | 101.8* | 99.7r | 100.5 | 100.8 | 100.0 |
| Average weekly earnings—manufacturing, index..... | 115.1* | 114.7r | 110.4 | 114.9 | 110.3 |
| Total nonagricultural employment (thousands)..... | 2,694.9* | 2,686.4r | 2,627.9r | 2,690.7 | 2,618.4 |
| Total manufacturing employment (thousands)..... | 521.2* | 518.6r | 502.5r | 519.9 | 502.0 |
| Durable-goods employment (thousands)..... | 254.9* | 252.6r | 241.7r | 253.8 | 241.1 |
| Nondurable-goods employment (thousands)..... | 266.3* | 266.0r | 260.8r | 266.2 | 260.9 |
| Total nonagricultural labor force in selected labor market areas (thousands)..... | 2,470.1 | 2,464.0 | 2,402.1 | 2,467.1 | 2,405.9 |
| Employment in selected labor market areas (thousands)..... | 2,306.4 | 2,299.2 | 2,229.9 | 2,302.8 | 2,220.5 |
| Manufacturing employment in selected labor market areas (thousands)..... | 417.3 | 416.9 | 395.8 | 417.1 | 395.8 |
| Total unemployment in selected labor market areas (thousands)..... | 116.9 | 118.2 | 126.3 | 117.6 | 128.7 |
| Percent of labor force unemployed in selected labor market areas..... | 4.7 | 4.8 | 5.3 | 4.8 | 5.4 |

**BUSINESS GAMING:
A SURVEY OF AMERICAN COLLEGIATE
SCHOOLS OF BUSINESS**

by Alfred G. Dale and Charles R. Klasson

In many institutions of higher learning, business games have come to play an important part in the training of future business leaders. This survey was undertaken to determine to what extent this educational innovation has been used in undergraduate and graduate study programs in business schools throughout the country.

One of the major problems in higher education is the difficulty of disseminating information about significant advances in learning theories and their associated methodology. This survey, while reporting specifically on the use of business games in programs of business education, also has revealed the extent to which one new methodological approach to education has been disseminated, accepted, and integrated into business study at both the graduate and undergraduate levels.

Business gaming, while important, is only a minor example of the type of changes that confront educators. With the accelerated rate at which new knowledge is being generated in basic disciplines, corresponding changes must take place in the entire educational process. It is hoped that these survey results may be of value to business educators and administrators whose prime responsibility it is to make prudent, timely, and progressive changes in programs of business education.....\$1.50

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