

MONTHLY REVIEW

*Of Financial, Agricultural, Trade and Industrial
Conditions in the Sixth Federal Reserve District*

FEDERAL RESERVE BANK OF ATLANTA

Vol. 21 No. 4

ATLANTA, GA., APRIL 30, 1936

This review released for publication
in morning papers of April 30

NATIONAL SUMMARY OF BUSINESS CONDITIONS

**Prepared by the Board of Governors of the
Federal Reserve System**

Production and employment at factories increased from February to March, while output of minerals declined. There was considerable expansion in retail trade.

Production and Employment

The Board's combined index of industrial production, which includes both manufacturing and mining and makes allowance for seasonal changes, remained unchanged in March at the February figure of 94 per cent of the 1923-25 average. Production of automobiles rose sharply in March to a total of 425,000 passenger cars and trucks, and continued to increase during April. There was a seasonal increase in output of steel in March, followed in the first three weeks of April by a rapid rise in activity. Estimates of the rate of production in that period averaged around 67 per cent of capacity, as compared with the rate of 59 per cent reported for March. Production of cement and lumber increased more than seasonally from February to March, and activity at meat packing establishments and at silk mills also increased, although a decline is usual in these industries at this time of the year. There was little change in output at cotton textile mills, while at woolen mills activity decreased by more than the usual amount. Production of anthracite and bituminous coal showed a substantial reduction from the relatively high level of February, and this decrease accounted for the decline in total output at mines.

Factory employment increased by more than the usual seasonal amount from the middle of February to the middle

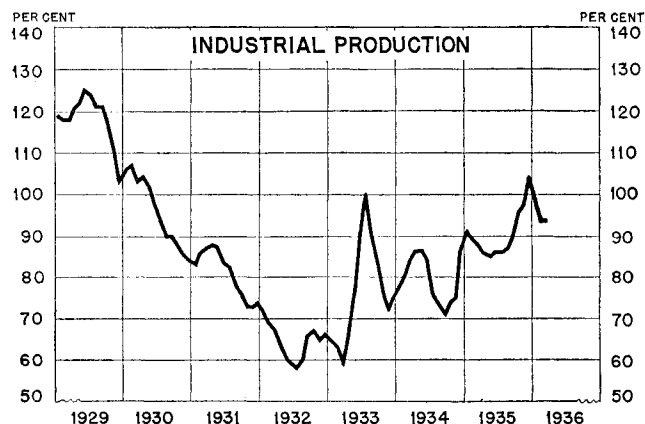
of March, and payrolls showed a larger increase. Employment increased in the machinery industries, at sawmills, and at establishments producing wearing apparel. There was a decrease in the number of workers at plants producing rubber tires and tubes, where a strike was in progress in the middle of March. At automobile factories the number employed declined slightly, while payrolls showed a considerable increase.

The value of construction contracts awarded, according to figures of the F. W. Dodge Corporation, showed a seasonal increase from February to March. Awards for residential building increased seasonally, and contracts for other private construction advanced to the highest point since 1931. Value of awards for publicly owned projects continued considerably smaller than in December and January, when the dollar volume of such contracts was relatively high.

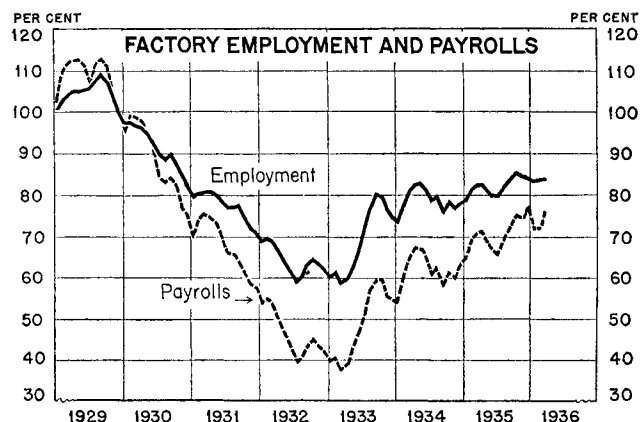
Distribution Retail trade, which had been reduced in January and February by unusually severe weather, increased considerably in March. Sales at department and variety stores and by mail order houses serving rural areas showed a more than seasonal increase. The number of new automobiles sold was also larger than in February.

Freight-car loadings of most classes of commodities increased from February to March by more than the usual seasonal amount. Total loadings declined somewhat from the relatively high level of the three preceding months, however, reflecting a sharp reduction in shipments of coal.

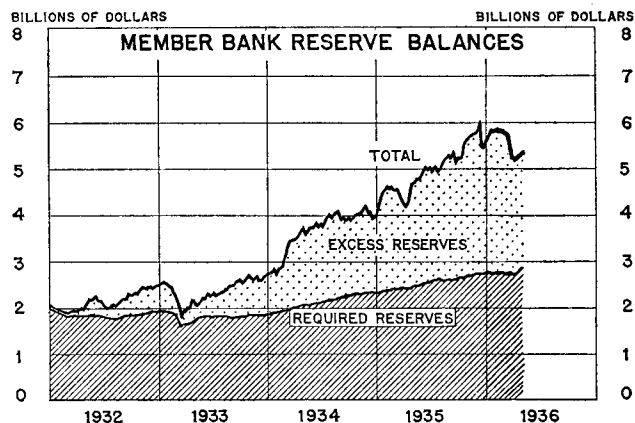
Commodity Prices The general level of wholesale commodity prices, which had declined somewhat between the third week of February and the middle of March, showed relatively little change in the fol-



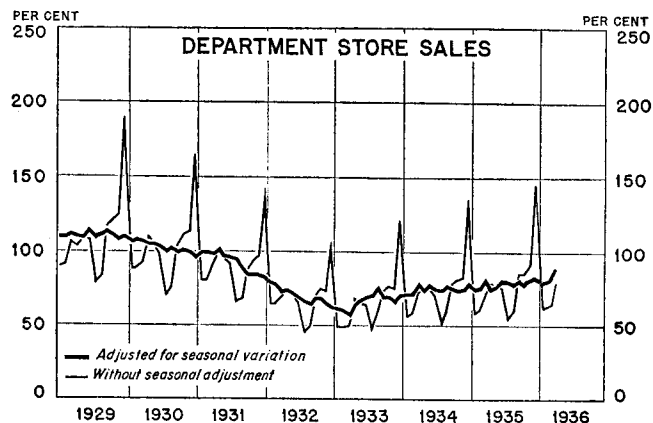
Index number of industrial production, adjusted for seasonal variation. (1923-1925 average = 100.) Latest figure March Preliminary 94.



Index numbers of number employed and payrolls, without adjustment for seasonal variations (1923-1925 average = 100). Latest figure March Employment 84.2; payrolls 75.7.



Wednesday figures of total member bank reserve balances at Federal Reserve banks, with estimates of required and excess reserves, January 6, 1932, to April 22, 1936.



Indexes of daily average value of sales. (1923-1925 = 100.) Latest figure March (Preliminary): Adjusted 88, Unadjusted 78.

lowing four weeks. Retail prices of foods declined during March.

Bank Credit Excess reserves of member banks, after declining sharply in the last half of March, increased by about \$300,000,000 in the first three weeks of April to a total of \$2,640,000,000. This increase, like the preceding decline, was due chiefly to operations of the Treasury. After the middle of March Treasury balances at the Federal Reserve Banks were built up through the collection of taxes and receipts from the sale of new securities, and in April these balances were drawn upon to meet expenditures.

Partly as a result of these expenditures, deposits at reporting member banks in leading cities, which had declined in March, increased in the first half of April, when total loans and investments of these banks also increased. From February 26 to April 15 total loans and investments of reporting member banks showed an increase of about \$800,000,000, reflecting increases of \$380,000,000 in investments, of \$180,000,000 in loans to brokers and dealers in securities, and of \$240,000,000 in so-called "Other" loans, which include loans for commercial, industrial, and agricultural purposes.

SIXTH DISTRICT SUMMARY

March statistics for the Sixth Federal Reserve District indicate increases over both February this year and March a year ago in the volume of trade at both retail and wholesale, in the volume of debits to individual accounts, in operations at cotton mills and in building and construction contract awards.

Department store sales in the District increased 12.9 per cent from February to March, were 7.4 per cent greater than a year ago, and for the first quarter of 1936 were 10.1 per cent greater than in that period a year ago. After adjustment for the number of business days, the changing date of Easter and the usual seasonal movement, March sales were the highest for any month since December, 1929. Wholesale trade increased 20.7 per cent in March over February, was 16.5 per cent greater than in March, 1935, and for the first quarter was 10.2 per cent greater than in that part of last year. Life insurance sales gained 20.9 per cent from Feb-

ruary to March, but were slightly less than in March a year ago, and for the quarter show a decrease of 18 per cent. Debits to individual accounts increased 7.4 per cent over February and were 3.3 per cent larger than in March, 1935.

Total loans and investments at 22 weekly reporting member banks in leading cities of the District increased 38.9 millions between March 11 and April 15, and were 39.9 millions greater than a year ago. The increase over March 11 was largely due to purchases of United States securities, and the increase over the same report date last year was entirely due to increased investments, loans being 36.1 millions less than at that time. At the Federal Reserve Bank of Atlanta there were increases in reserves and deposits, between March 11 and April 15, but member bank reserve deposits declined.

Employment statistics compiled by the United States Bureau of Labor Statistics indicate a gain of about one per cent from January to February in both number of workers and amount of payrolls in this District, and show increases compared with February of other recent years. The value of building permits issued at 20 reporting cities declined slightly from February to March, but was larger than for March of other years since 1930. Total value of construction contracts awarded increased 5.5 per cent over the month, was 3.9 per cent larger than a year ago, and for the quarter was 37.7 per cent larger than in that part of 1935. Cotton consumption in Georgia, Alabama, and Tennessee (combined) increased 7 per cent over February, was 21 per cent greater than a year ago, and for the season to date has been 23.6 per cent larger than in that part of the season before. Reports from cotton mills indicate substantial in-

FEDERAL RESERVE BANK OF ATLANTA (In Thousands of Dollars)

	Apr. 15 1936	Mar. 11 1936	Apr. 17 1935
Bills Discounted:			
Secured by Govt. Obligations	\$ 50	\$ 55	\$ 65
All Others	6	12	113
Total Discounts	56	67	178
Bills Bought in Open Market	164	164	191
Industrial Advances	840	870	1,050
U. S. Securities	100,209	100,209	94,247
Total Bills and Securities	101,269	101,310	95,666
Total Reserves	219,388	199,240	133,300
Member Bank Reserve Account	114,490	122,917	88,897
Total Deposits	152,853	132,761	94,396
F. R. Notes in Actual Circulation	160,867	160,756	127,389
Reserve Ratio	69.9	67.9	60.1
Commitments to Make Industrial Advances	379	387	726

creases in orders, over both February this year and March last year, and production and shipments also increased.

Pig iron production in Alabama was 7.2 per cent larger than in February, 35.2 per cent greater than a year ago, and for the quarter 69.9 per cent greater than in the first quarter of 1935. Coal mining, however, declined in both Alabama and Tennessee compared with February and with March last year.

FINANCE

Reserve Bank Credit During the five weeks ending April 15 there were decreases in the small volume of discounted and purchased bills held by the Federal Reserve Bank of Atlanta, no change in its holdings of Government securities, but a substantial increase in deposits and reserves. Total discounts held by the bank increased from 67 thousands on March 11, shown in the previous issue of this Review, to 104 thousands on April 1, but declined in the two following weeks to 56 thousands, which compares with 178 thousands on the same Wednesday a year ago. The volume of industrial advances outstanding declined 30 thousands since March 11, and on April 15 was smaller by 210 thousands than a year earlier. Holdings of United States securities which reached a new high level on March 11 have not changed since that time, but were nearly six millions greater than a year ago.

Total deposits on April 15 were 20 millions greater than five weeks earlier, and were 58.5 millions greater than on the same Wednesday last year. Reserves also show an increase of 20 millions over those held on March 11, and on April 15 were 86 millions greater than a year ago. The recent increase was due to an increase at the middle of March in Government deposits amounting to about 30 millions. Member banks' reserve deposits, which reached a new high level at 123.2 millions on February 26, declined to 110.4 millions on April 1, but rose to 114.5 millions two weeks later, and were then 25.6 millions greater than on the corresponding report date last year.

Federal Reserve notes of this bank's issue in actual circulation, which have been increasing gradually since last summer, reached the highest level, at \$161,614,000, on April 8, recorded for any Wednesday since March, 1933, and de-

clined only slightly the following week, and were then 33.5 millions greater than a year ago. Principal items in the weekly statement are compared in an accompanying table.

Member Bank Credit Largely because of increased holdings of United States direct obligations, total loans and investments held by 22 weekly reporting member banks in leading cities of the District increased about 38.9 millions of dollars between March 11 and April 15, when they were 39.9 millions greater than a year earlier, and at the highest level in the series of comparable figures which go back to the middle of 1933. Total loans on April 15 were 4.6 millions larger than five weeks earlier, most of the increase being in "All Other Loans," which include those for commercial, agricultural and industrial purposes. There is a decrease of 36 millions in total loans at the middle of April compared with a year ago, when the banks had a considerable amount of cotton loans which in July were taken over by the Commodity Credit Corporation.

Investment holdings on April 15 were 34.2 millions greater than five weeks earlier, and 76 millions greater than a year ago, the larger part of the increase in each instance being in United States direct obligations.

Demand deposits-adjusted declined slightly from March 11 to April 15, but were 37.4 millions greater than a year earlier, and time deposits were also somewhat less than at that time last year. Balances maintained by these banks with their correspondents declined about 29 millions between March 11 and April 15, but were 37.6 millions greater than a year ago, and deposits of other domestic banks also declined since March 11, but were 57.1 millions greater than on the same Wednesday last year. Reserves

DEBITS TO INDIVIDUAL ACCOUNTS* (In Thousands of Dollars)

	March 1936	February 1936	March 1935
ALABAMA—4 Cities	\$117,985	\$108,505	\$106,740
Birmingham	68,737	61,426	59,789
Dothan	2,676	2,267	2,250
Mobile	27,111	26,322	23,998
Montgomery	19,461	18,490	20,703
FLORIDA—4 Cities	144,620	134,568	127,121
Jacksonville	64,447	60,047	61,873
Miami	46,394	41,496	34,998
Pensacola	7,315	7,282	6,020
Tampa	26,464	25,743	24,230
GEORGIA—10 Cities	228,448	216,172	225,685
Albany	3,200	2,864	3,026
Atlanta	147,772	143,182	149,389
Augusta	16,263	15,943	18,984
Brunswick	2,130	2,080	1,918
Columbus	11,182	10,303	10,029
Elberton	914	704	795
Macon	12,253	10,841	10,855
Newnan	1,816	1,511	1,525
Savannah	29,911	25,990	26,351
Valdosta	3,002	2,754	2,773
LOUISIANA—New Orleans	184,202	173,229	193,902
MISSISSIPPI—4 Cities	38,834	35,702	38,792
Hattiesburg	4,081	3,889	3,994
Jackson	20,171	18,764	21,268
Meridian	8,574	7,398	7,656
Vicksburg	6,009	5,651	5,874
TENNESSEE—3 Cities	130,495	118,453	125,074
Chattanooga	34,597	31,377	30,294
Knoxville	23,245	21,815	20,947
Nashville	72,653	65,261	73,833
Total—26 Cities	\$844,584	\$786,629	\$817,314

*Monthly totals are derived from weekly reports by prorating figures for those weeks which do not fall entirely within a single calendar month.

CONDITION OF 22 MEMBER BANKS IN SELECTED CITIES (In Thousands of Dollars)

	Apr. 15 1936	Mar. 11 1936	Apr. 17 1935
Loans and Investments—Total	\$537,641	\$498,790	\$497,709
Loans—Total	219,336	214,687	255,418
On Securities	55,720	56,484	61,641
To Brokers and Dealers	6,923	6,579	6,522
To Others	48,797	49,905	55,119
Real Estate Loans	21,544	21,111	19,673
Acceptances and com'l paper bought	5,487	4,994	5,401
Loans to Banks	613	614	8,800
Other Loans	135,972	131,484	159,903
Investments—Total	318,305	284,103	242,291
U. S. Govt. Direct Obligations	201,070	172,538	145,481
Obligations Guaranteed by U. S.	38,766	36,551	27,263
Other Securities	78,469	75,014	69,597
Reserve with F. R. Bank	61,746	68,219	43,599
Cash in Vault	9,675	10,271	8,556
Balances with domestic banks	145,770	174,754	108,177
Demand deposits—adjusted	291,624	292,969	254,249
Time deposits	170,067	170,099	174,881
Inter-bank deposits: Domestic	196,447	210,940	139,311
Foreign	1,331	1,315	888
Borrowings			

maintained by these banks with the Federal Reserve Bank declined about 6.5 millions, but were 18.1 millions above the corresponding report date a year ago.

Savings deposits at the end of March reported by 57 banks located throughout the District averaged 0.6 per cent less than a month earlier, but 3.8 per cent greater than a year ago.

Debits to individual accounts at 26 reporting cities rose 7.4 per cent from February to March, about half the increase at that time a year ago, and were 3.3 per cent larger than in March, 1935.

AGRICULTURE

Weather conditions during most of March were favorable for farm work in preparation for the season's crops. Early April, however, brought lower than usual temperature, and in the first half of the month there was excessive rainfall over most of Georgia, Tennessee, and Alabama, and low places were flooded. There were destructive tornadoes at Gainesville, Cordele and Acworth, in Georgia, and in some parts of South Carolina and Mississippi. Farm work is estimated to be two weeks or more behind, and in many places the ground was still too wet for planting late in April. There has been serious loss of fertilizer by washing, in fields where planting was done, and in Tennessee excessive rains have caused heavy damage from soil erosion.

The April 1 estimate of the Florida orange crop from the 1935 bloom is 16.9 million boxes, an increase of 900,000 boxes over the earlier estimate, but 4 per cent less than the 17.6 million boxes produced last season. The estimate for grapefruit continues at 10.5 million boxes, compared with the 15.2 million boxes last season. In the citrus section, weather has been favorable. Citrus groves have to a large extent recovered from the cold damage suffered in 1934, and trees are in excellent condition.

The condition of strawberries on April 1 was higher than a year ago in Alabama, Florida, and Louisiana, the same in Mississippi, but lower in Tennessee. Production in Geor-

gia is estimated at 60,000 crates, against 34,000 crates last year. In Tennessee, the plants passed through the winter without serious freeze damage, but due to the severe drought last summer and fall, stands are poor. Tennessee production is estimated at 788,000 crates, compared with 908,000 crates in 1935.

Florida production of early Irish potatoes is estimated at 2.7 million bushels, against about 2.2 million last year. The condition of potatoes on April 1 was higher than a year ago in Alabama, Mississippi, and Louisiana, but slightly lower in Georgia.

Production of winter wheat was estimated on April 1 to be greater this year than last in Tennessee and Georgia, but smaller in Alabama. For the three states combined, the increase over last year is 3.8 per cent. For the United States as a whole, production is estimated at 493,166,000 bushels, larger by 11.2 per cent than 1935 production.

Sales of fertilizer tax tags in the six states located wholly or partly in the Sixth District increased substantially from February to March, which is usually the peak month; were 3.8 per cent greater than in March a year ago, and were also greater than in March of other recent years.

Stocks of grain on farms in this District were larger on April 1 this year than at that time a year ago, as indicated in the table following.

GRAIN STOCKS ON FARMS—April 1
(In Thousands of Bushels)

	Wheat		Corn		Oats	
	1936	1935	1936	1935	1936	1935
Alabama	4	3	20,487	21,896	132	125
Florida	2,080	2,207	11	12
Georgia	89	91	19,830	14,824	1,095	447
Louisiana	8,002	3,676	65	45
Mississippi	12,394	15,815	36	33
Tennessee	400	305	18,715	23,022	126	254
Six States	493	399	81,508	81,440	1,465	916
United States	97,053	93,456	776,112	436,337	494,666	206,541

RECEIPTS FROM SALE OF PRINCIPAL FARM PRODUCTS
(Rental and Benefit Payments Omitted)
(Thousands of Dollars)

	Feb. 1936	Feb. 1935	Feb. 1934	Feb. 1933
Alabama	\$ 6,836	\$ 6,585	\$ 5,011	\$ 3,046
Florida	15,562	11,198	11,414	8,429
Georgia	6,170	6,055	5,801	3,576
Louisiana	4,005	4,993	5,483	2,929
Mississippi	5,786	5,596	8,057	4,252
Tennessee	6,626	7,496	8,025	4,900
Total	\$ 44,985	\$ 41,923	\$ 43,791	\$ 27,132

TRADE

Retail Department store sales increased from February to March by more than the usual seasonal amount and continued larger than a year ago, stocks increased over February and over March last year, and the rate of stock turnover rose slightly, but the collection ratio declined.

March sales reported by 57 firms averaged 12.9 per cent larger than in February, and were 7.4 per cent greater than in March last year. First quarter sales were 10.1 per cent greater than in that period a year ago. March had one more business day than February, and after adjustment for the usual seasonal movement, daily average sales in March reached the highest level recorded for any month since December, 1929. Stocks increased 5.3 per cent over the month, and were 4.3 per cent larger than a year ago, and the rate of stock turnover was slightly higher for the month, and for the first quarter, than in those periods last year.

SUGAR MOVEMENT—(Pounds)

Raw Sugar			
	Mar. 1936	Feb. 1936	Mar. 1935
Receipts:			
New Orleans	120,131,749	75,318,137	95,130,079
Savannah	77,645,804	63,046,618	43,130,025
Meltings:			
New Orleans	109,728,195	83,980,901	97,241,243
Savannah	56,498,736	49,429,670	18,541,731
Stocks:			
New Orleans	49,055,155	38,705,759	47,892,419
Savannah	34,764,018	13,616,948	101,586,333
Refined Sugar			
Shipments:			
New Orleans	104,531,115	85,578,677	79,419,779
Savannah	42,685,756	46,179,062	33,734,442
Stocks:			
New Orleans	16,206,302	23,068,135	30,865,184
Savannah	8,611,782	6,505,764	5,033,024

RICE MOVEMENT

Rice Millers' Association Statistics

Receipts of Rough Rice*	March	August-March, Incl.
Season 1935-36	232,199	7,636,562
Season 1934-35	824,774	7,368,154
Distribution of Milled Rice**		
Season 1935-36	979,080	6,635,484
Season 1934-35	909,714	6,612,288
Stocks:		
	Rough*	Milled**
March 31, 1936	532,528	1,322,233
March 31, 1935	1,185,973	1,364,242

*Barrels of 162 lbs. **Pockets of 100 lbs.

RETAIL TRADE IN THE SIXTH DISTRICT DURING MARCH, 1936
Based on confidential reports from 57 department stores

	COMPARISON OF NET SALES			COMPARISON OF STOCKS			STOCK TURNOVER				COLLECTION RATIO		
	March 1936		Year to date with same period last year	March 31, 1936		Previous month	STOCK TURNOVER				COLLECTION RATIO		
	with:			with:									
	Same month a year ago	Previous month		Same month a year ago	Previous month	March 1936	1935	Jan.-Mar. 1936	Incl. 1935	Mar. 1936	Feb. 1936	Mar. 1935	
Atlanta (6)	+ 7.3	+21.0	+ 9.2	+ 2.6	+ 6.2	.40	.39	1.06	1.08	30.6	33.5	31.0	
Birmingham (5)	+15.3	+20.4	+21.8	+25.0	+ 8.8	.28	.30	.73	.78	35.6	36.5	34.6	
Chattanooga (4)	- 7.1	+19.4	+ 1.2	+14.3	+ 2.3	.24	.29	.70	.78	29.2	29.5	35.8	
Jacksonville (3)	+ 7.9	+19.3	+ 5.1	+ 0.8	+10.1	.22	.20	.58	.55	-----	-----	-----	
Miami (3)	+13.0	- 3.2	+ 6.4	- 0.8	- 8.3	.52	.46	1.46	1.37	-----	-----	-----	
Montgomery (3)	+ 5.6	+16.5	+ 8.5	+ 7.1	+ 9.5	.28	-----	.77	-----	-----	-----	-----	
Nashville (4)	+ 2.6	+25.1	+ 6.8	+ 0.1	+ 9.9	.34	.25	.94	.66	30.1	30.0	32.4	
New Orleans (4)	+10.0	+ 3.3	+17.0	- 3.6	+ 7.0	.27	.24	.83	.68	41.5	40.8	39.1	
Other Cities (25)	+ 0.6	+16.3	+ 4.8	+ 4.9	+ 2.9	.25	.27	.67	.71	34.8	35.0	34.3	
DISTRICT (57)	+ 7.4	+12.9	+10.1	+ 4.3	+ 5.3	.31	.30	.87	.82	34.1	35.1	34.1	

NOTE: The rate of stock turnover is the ratio of sales during given period to average stocks on hand. The collection ratio is the percentage of accounts outstanding and due at the beginning of the month which were collected during the month.

The collection ratio for March was slightly lower than a month earlier, but the same as for March last year. For March the ratio for regular accounts was 37.5 per cent, and for installment accounts 19.3 per cent.

Percentage comparisons in the table are based upon figures reported in actual dollar amounts and make no allowance for changes in price levels. Index numbers on page 8 are based upon reports from a smaller number of firms whose figures have been reported over a long period of years.

Statistics compiled by the Department of Commerce indicate that sales of general merchandise in small towns and rural areas in the South increased 10 per cent from January to February, but were only one-half of one per cent above March, 1935, compared with an increase of two and one-half per cent for the country as a whole.

Life Insurance Life insurance sales in this District increased about 21 per cent from February to March, and were about the same as in March last year, but for the first quarter have been 18 per cent less than in that period of the past two years. Gains over February were reported for all six states, but over March last year for only Florida and Louisiana. Figures in the table are from those compiled by the Life Insurance Sales Research Bureau.

	(In Thousands of Dollars)				
	Mar. 1936	Feb. 1936	Mar. 1936	Jan. 1 to Mar. 31 1936	Mar. 1935
Alabama	\$ 3,430	\$ 2,737	\$ 3,994	\$ 8,919	\$ 12,587
Florida	5,248	3,950	4,730	13,317	14,539
Georgia	6,322	5,250	6,425	16,867	20,440
Louisiana	4,761	3,915	4,570	12,635	16,556
Mississippi	2,328	1,936	2,466	6,342	6,893
Tennessee	5,300	4,858	5,390	15,014	18,100
Total	\$ 27,389	\$ 22,646	\$ 27,575	\$ 73,094	\$ 89,115
United States	525,043	460,463	545,450	1,464,524	1,724,568

Wholesale Trade March sales by 81 reporting wholesale firms in the Sixth District increased 20.7 per cent over February, were 16.5 per cent greater than in March last year, and for the first quarter show a gain of 10.2 per cent over that part of 1935. All reporting lines showed increases over both February this year, and March a year ago, all except groceries showing gains for the first quarter. The increase over February is nearly twice as large as that reported a year ago. Reported figures are compared in the table.

WHOLESALE TRADE IN MARCH 1936
Sixth Federal Reserve District*

	Number of firms	Percentage Comparisons		
		Feb. 1936	Mar. 1936 with Mar. 1935	Jan.-Mar. Incl. 1936 with same period last yr.
All Lines Combined:				
Sales	81	+20.7	+16.5	+10.2
Stocks	27	+ 3.4	+10.6	-----
Groceries:				
Sales	18	+ 9.0	+ 0.1	- 1.3
Jacksonville	3	- 1.9	- 7.3	- 6.0
New Orleans	3	- 0.6	-12.7	- 6.9
Vicksburg	3	+37.9	+28.1	+13.8
Other Cities	9	+ 9.3	+ 2.3	- 0.1
Dry Goods:				
Sales	14	+29.9	+10.0	+ 1.2
Nashville	3	+48.1	+ 3.8	- 7.0
Other Cities	11	+25.1	+12.1	+ 3.7
Stocks	7	+ 2.2	+ 2.4	-----
Hardware:				
Sales	25	+27.9	+25.5	+16.5
Nashville	3	+37.3	+ 9.8	+ 4.7
New Orleans	5	+17.3	+36.9	+36.1
Other Cities	17	+32.6	+23.3	+10.0
Stocks	9	+ 1.0	+ 8.4	-----
Furniture:				
Sales	7	+24.8	+29.8	+16.4
Atlanta	3	+17.6	+28.1	+ 1.9
Other Cities	4	+26.6	+30.2	+20.2
Stocks	5	- 4.9	+ 0.6	-----
Electrical Supplies:				
Sales	5	+25.6	+34.3	+38.2
Stocks	3	+18.6	+39.4	-----
Drugs:				
Sales	7	+ 8.3	+22.2	+16.3
Stationery:				
Sales	3	+ 9.6	+14.2	+ 7.6

COLLECTION RATIO**

	March 1936	February 1936	March 1935
Groceries	71.0	62.6	69.5
Dry Goods	41.5	38.0	38.8
Hardware	44.9	38.0	40.1
Furniture	43.2	38.3	35.0
Electrical Supplies	82.9	70.3	80.1
Total	51.9	46.0	49.6

*Based on confidential reports from 81 firms.

**The collection ratio is the percentage of accounts and notes receivable outstanding at the beginning of the month which were collected during the month.

INDUSTRY

The value of buildings for the construction of which permits were issued at reporting cities in the District was 0.4 per cent smaller in March than in February, but about twice as large as in March, 1935, and the largest for March since 1930. For the first quarter of 1936, however, the total value of permits issued at these cities has amounted to \$14,047,324, larger by 132.5 per cent than in the first quarter of 1935, and the largest first quarter total since 1929. Sixteen of these cities reported larger totals in March this year than last. Figures for the month are compared in an accompanying table.

BUILDING PERMITS—March					
	Number		Value		Percentage
	1936	1935	1936	1935	Change in Value
Alabama					
Anniston	23	39	\$ 12,589	\$ 15,535	— 19.0
Birmingham	397	455	198,722	700,592	— 71.6
Mobile	39	41	34,165	23,275	+ 46.8
Montgomery	126	122	63,492	33,372	+ 90.3
Florida					
Jacksonville	566	600	283,694	181,223	+ 56.5
Miami	669	209	844,977	256,283	+ 229.7
Miami Beach	87	47	879,750	346,035	+ 154.2
Orlando	71	62	67,838	34,959	+ 94.1
Tampa	193	194	40,138	38,529	+ 4.2
Georgia					
Atlanta	292	253	806,356	187,659	+ 329.7
Augusta	32	33	25,923	19,708	+ 31.5
Columbus	128	117	56,740	62,264	— 8.9
Macon	107	136	186,370	32,257	+ 322.8
Savannah	29	25	47,276	13,437	+ 251.8
Louisiana					
New Orleans	161	79	329,315	148,222	+ 122.2
Alexandria	66	8	59,010	16,052	+ 267.6
Tennessee					
Chattanooga	416	227	318,142	52,706	+ 508.6
Johnson City	6	5	9,500	2,000	+ 375.0
Knoxville	71	51	176,897	230,243	— 23.2
Nashville	226	138	426,519	138,753	+ 207.4
Total—20 Cities ..	3,745	3,041	4,817,413	2,533,114	+ 90.2

The value of building and construction contracts awarded in the Sixth District, according to statistics compiled by the F. W. Dodge Corporation and subdivided into district totals by the Division of Research and Statistics of the Board of Governors of the Federal Reserve System, increased 5.5 per cent from February to March, was 3.9 per cent larger than in March last year, and for the first quarter were 37.7 per cent greater than for that period in 1935. Residential awards increased 12.3 per cent over February, and other contracts 2.1 per cent; and residential awards were 5.2 per cent larger than a year ago, and others 3.2 per cent. For the quarter, residential awards were 14.5 per cent, and others 48 per cent, greater than in that part of 1935. State totals show increases over February, except in Louisiana and Mississippi, and over March last year except in Georgia and Louisiana.

In the 37 states east of the Rocky Mountains March contract awards were 40.1 per cent greater than in February, 61.9 per cent greater than in March last year, and for the quarter, 83 per cent greater than in the first quarter of 1935. Residential awards were 77.3 per cent larger than in February, 71.6 per cent larger than in March last year, and for the first quarter show a gain of 75 per cent over that period a year ago.

According to press reports, the Southern Pine market improved during the first half of April. Yard stocks are

being purchased freely, and there is also a fairly active industrial and railroad demand. Most of the mills are reported to have well-filled order files. A strong demand is reported from localities which recently suffered storm damage. Weekly statements of the Southern Pine Association indicate that orders booked by reporting mills during the six weeks ending April 11 averaged 39.9 per cent, shipments 38.3 per cent, production 29.9 per cent, and unfilled orders 56.2 per cent, greater than in the same period a year ago.

Consumption of cotton by American mills increased 6.2 per cent from February to March, and was 13.8 per cent greater than in March last year. The March total is the largest for that month since 1929. Since August, 1933, there have been only three months to record larger consumption than in March this year. March consumption in the cotton states increased 7.7 per cent over February and was 19.5 per cent greater than a year ago, but in other states consumption declined 1.3 per cent from February and was 9.9 per cent less than in March last year. March had one more business day than February. Consumption in the cotton states accounted for 84.7 per cent of the total in March, 83.5 per cent in February, and 80.7 per cent in March last year. Total consumption during the eight months of the season has been 11.7 per cent, and that in the cotton states 17.3 per cent, greater than in that part of the season before, but in other states it has been 10.6 per cent smaller.

Exports of cotton in March were about the same as in February, and 27.4 per cent greater than in March last year. Excepting 1935, March exports were the smallest for that month since 1924. For the eight months of the season exports have amounted to 4,814,360 bales, larger by 34.8 per cent than during the same part of last season. Exports and consumption combined, from August 1 through March 31, have totaled 8,887,119 bales, an increase of 23.1 per cent over that period a year ago.

Stocks of cotton at the end of March were 8.6 per cent smaller than a month earlier, and 11.2 per cent less than a year ago. Active spindles in March declined slightly from February, and 5.7 per cent compared with March last year. Census Bureau figures are compared in an accompanying table.

March consumption of cotton in Georgia amounted to 165,285 bales, in Alabama 59,130 bales, and in Tennessee 14,211 bales, the combined figures being 7 per cent larger than for February, and 20.9 per cent greater than for March, 1935. For the eight months of the season consumption in these three states combined has been 23.6 per cent greater than in that part of the season before, and larger than in the same part of other recent years.

COTTON CONSUMPTION, EXPORTS, STOCKS, AND ACTIVE SPINDLES, UNITED STATES—Bales

	Mar. 1936	Feb. 1936	Mar. 1935
Cotton Consumed	548,913	516,649	482,373
Stocks	7,904,576	8,652,279	8,904,364
In Consuming Establishments	1,334,394	1,404,476	1,116,018
In Public Storage and at Compresses ..	6,570,182	7,247,803	7,788,346
Exports	404,741	406,022	317,798
Active Spindles—Number	23,175,502	23,337,070	24,573,602

COTTON GROWING STATES—Bales

	Mar. 1936	Feb. 1936	Mar. 1935
Cotton Consumed	464,934	431,591	389,218
Stocks	7,564,889	8,303,728	8,462,886
In Consuming Establishments	1,112,177	1,179,024	874,217
In Public Storage and at Compresses ..	6,452,712	7,124,704	7,588,669
Active Spindles—Number	17,053,028	17,208,836	17,274,284

BUILDING AND CONSTRUCTION CONTRACTS AWARDED

F. W. Dodge Corporation

	Mar. 1936	Feb. 1936	Mar. 1935
Sixth District—Total	\$13,279,155	\$12,588,490	\$12,780,069
Residential	4,718,443	4,203,067	4,486,748
All Others	8,560,712	8,385,423	8,293,321
State Totals:			
Alabama	1,558,600	1,542,400	712,100
Florida	5,280,400	4,745,300	1,932,400
Georgia	1,933,800	1,860,900	4,651,400
Louisiana	2,099,500	2,994,300	4,215,100
Mississippi	1,019,200	1,422,500	852,700
Tennessee	4,126,600	1,857,400	2,408,700

Confidential reports from cotton mills in this District show substantial increases in orders received in March over February, and over March a year ago, and production, shipments, and employment also increased over both of those periods. Stocks at yarn mills were 24.4 per cent, and at cloth mills 31 per cent, smaller than a year ago.

Operations at cotton seed oil mills in the District increased somewhat in March over February. Receipts of seed increased 26 per cent, and crushings 6.8 per cent, and receipts were about two and one-half times as large as in March, 1935, but crushings slightly smaller. Production, however, declined over the month, and output of crude oil and of linters was slightly smaller than a year ago, but production of cake and meal, and hulls, was slightly larger. For the eight months of the season receipts of seed in the District have been 5.2 per cent, and crushings 13.9 per cent, greater than a year ago, and increases in production have ranged from 9.9 per cent for crude oil to 16.4 per cent for linters. Stocks of crude oil at the end of March were substantially larger than a year ago, but supplies of other principal seed products were smaller. Census Bureau figures for this District, and for the United States as a whole, are compared in the accompanying table.

Total production of electric power for public use in the six states located wholly or partly in the Sixth District reached a new high level in January, and although total production in February declined 4.3 per cent, the daily average increased over January by 2.2 per cent, because of the shorter month. February production was 18.1 per cent greater than in February, 1935. Production increased from January to February in Louisiana, but declined in the other five states, but increases over February last year are shown for all six states. Production by use of water power accounted for 64.7 per cent of the total in February, 65.3 per cent in January, and 66.3 per cent in February, 1935. For the first two months of 1936, total production was 17.2 per cent greater than in those months last year.

Weekly statistics compiled by the United States Bureau of Mines indicate that coal production in Alabama averaged 18 per cent smaller in March than in February, and 10.3 per cent less than in March last year, and output in Tennessee averaged 35 per cent less than in February and 26 per cent less than a year ago. Because production in both January and February was greater than in those months last year, however, weekly figures for Alabama for the first three months of 1936 average 6.4 per cent larger than in the first quarter of 1935, but for Tennessee they average 0.6 per cent smaller.

COTTON SEED AND COTTON SEED PRODUCTS				
	Sixth District*		United States	
	Aug. 1 to Mar. 31		Aug. 1 to Mar. 31	
	1935-36	1934-35	1935-36	1934-35
Cotton Seed—Tons				
Received at Mills	1,365,793	1,297,752	3,645,545	3,321,479
Crushed	1,322,264	1,161,721	3,534,771	3,184,776
On Hand March 31	89,062	203,963	200,349	359,364
Production:				
Crude Oil, lbs.	412,369,659	375,349,731	1,070,424,607	988,473,976
Cake and Meal, tons	588,106	508,221	1,599,837	1,446,237
Hulls, tons	343,308	308,330	913,658	821,236
Linters, bales	293,932	252,426	802,608	713,904
Stocks at Mills Mar. 31:				
Crude Oil, lbs.	23,265,318	13,226,203	80,670,719	42,326,106
Cake and Meal, tons	106,646	122,047	285,958	309,460
Hulls, tons	21,650	54,139	130,888	156,139
Linters, bales	44,444	52,337	156,388	178,310

*Georgia, Alabama, Louisiana, and Mississippi.

Preliminary figures indicate that production in the United States as a whole declined 25.2 per cent from February to March and was 20.7 per cent less than a year ago, and for the first three months total production has been 1 per cent larger than in the first quarter of last year.

Pig iron production in the United States during March amounted to 2,040,311 tons, an increase of 11.9 per cent over February output, and 15.3 per cent greater than in March last year. Daily average production in March was 65,816 tons, larger by 4.7 per cent than in February, which was shorter by two days. There were 126 furnaces active on April 1, a gain of 6 over the revised number active on March 1, compared with 98 active a year earlier.

March production of pig iron in Alabama totaled 162,100 tons, 7.2 per cent greater than in February, and 35.2 per cent greater than in March, 1935. The March total was slightly smaller than that for December, but with that exception was the largest since June, 1931. There has been no change since the first of the year in the number of active furnaces, 12 having been operating since that time; on April 1 a year ago there were 9 Alabama furnaces active. Production during the first three months of 1936 has totaled 472,181 tons, greater by 69.9 per cent than during the first quarter of 1935. According to press reports, the pig iron market has not been particularly active, a fair amount of forward tonnage having been accumulated. Shipments have been good. The base price continues at \$15.50 per ton.

During the Naval Stores year which ended March 31, total receipts of turpentine at the three principal markets of the District were smaller than in the two years previous, but larger than in 1932-33, and except for that year, were the smallest since the 1919-20 season. Receipts of rosins were also less than in the two previous years, and except for 1932-33, the smallest since the 1921-22 season. Prices of both commodities have declined somewhat during recent weeks. Quotations for turpentine on the Savannah market declined from 45 cents per gallon on February 29 to 36½ cents on March 26, but rose to 38 cents on April 11, and the average quotations on the thirteen grades of rosin declined from \$4.57 on February 21 to \$4.34 on April 11. Receipts and stocks at the three principal markets for the past twenty years are shown in the table.

NAVAL STORES MOVEMENT				
	Turpentine (1)		Rosin (2)	
	Receipts	Stocks	Receipts	Stocks
Season:				
1935-36	233,110	114,789	976,223	156,291
1934-35	257,679	88,501	1,053,863	259,391
1933-34	258,208	46,010	1,009,402	142,574
1932-33	224,313	63,679	865,733	237,350
1931-32	328,099	73,640	1,182,780	347,591
1930-31	385,093	45,232	1,319,212	266,056
1929-30	391,894	40,068	1,396,212	149,232
1928-29	343,130	48,396	1,214,228	100,722
1927-28	401,732	40,338	1,401,374	123,074
1926-27	310,883	24,668	1,108,452	81,013
1925-26	286,035	26,866	1,019,371	117,182
1924-25	308,245	22,831	1,136,219	174,197
1923-24	318,633	23,487	1,150,998	226,775
1922-23	266,629	14,592	1,013,062	222,501
1921-22	253,712	19,280	850,578	282,428
1920-21	262,426	29,299	829,198	301,972
1919-20	184,876	4,819	671,241	103,443
1918-19	152,828	99,500	557,076	243,813
1917-18	276,413	139,456	962,418	345,547
1916-17	315,744	109,640	1,115,879	353,507

(1) Barrels of 50 gallons. (2) Barrels of 500 pounds.

MONTHLY INDEX NUMBERS COMPUTED BY FEDERAL RESERVE BANK OF ATLANTA

MONTHLY AVERAGE 1923-1925 = 100

DEPARTMENT STORE TRADE—SIXTH DISTRICT	Jan. 1936	Feb. 1936	Mar. 1936	Jan. 1935	Feb. 1935	Mar. 1935
Daily Average Sales—Unadjusted						
Atlanta (3 firms).....	115.9	147.8	172.9	111.9	129.9	162.9
Birmingham (3 firms).....	61.2	80.0	92.8	45.2	55.1	68.6
Chattanooga (4 firms).....	56.9	59.0	67.8	55.1	55.4	73.0
Nashville (4 firms).....	53.5	69.2	83.2	53.3	60.5	81.1
New Orleans (4 firms).....	65.4	75.8	75.3	51.6	62.0	65.1
DISTRICT (30 firms).....	71.2	86.1	95.4	60.5	70.4	83.6
Daily Average Sales—Adjusted*						
Atlanta (3 firms).....	154.5	173.9	183.9	149.2	152.8	175.2
Birmingham (3 firms).....	85.0	88.9	96.7	62.8	61.2	72.2
Chattanooga (4 firms).....	72.0	74.7	75.3	69.7	70.1	82.0
Nashville (4 firms).....	71.3	81.4	91.4	71.1	71.2	90.1
New Orleans (4 firms).....	77.9	86.1	82.7	61.4	70.5	72.3
DISTRICT (30 firms).....	90.1	97.8	102.6	76.6	80.0	90.9
Monthly Stocks—Unadjusted						
Atlanta (3 firms).....	91.7	92.3	98.8	79.9	88.4	97.4
Birmingham (3 firms).....	54.9	56.6	62.7	41.8	46.2	47.2
Chattanooga (3 firms).....	50.5	56.2	57.5	42.6	48.8	50.3
Nashville (3 firms).....	47.1	52.6	57.8	56.7	62.1	65.3
New Orleans (4 firms).....	46.8	53.8	57.5	48.3	54.8	59.7
DISTRICT (25 firms).....	57.0	61.6	65.9	53.6	59.5	63.5
Monthly Stocks—Adjusted*						
Atlanta (3 firms).....	99.7	96.1	96.9	86.8	92.1	95.5
Birmingham (3 firms).....	61.0	59.0	61.5	46.4	48.1	46.3
Chattanooga (3 firms).....	56.7	57.9	54.2	47.9	50.3	47.5
Nashville (3 firms).....	54.1	55.4	56.7	65.2	65.4	64.0
New Orleans (4 firms).....	51.4	53.8	55.3	53.1	54.8	57.4
DISTRICT (25 firms).....	62.6	62.9	64.0	58.9	60.7	61.7
WHOLESALE TRADE—SIXTH DISTRICT—TOTAL	59.8	59.0	71.2	56.2	55.2	61.1
Groceries (18 firms).....	51.9	48.9	53.3	52.8	50.4	52.9
Dry Goods (14 firms).....	46.3	52.2	67.8	47.5	52.1	59.8
Hardware (25 firms).....	69.1	59.9	76.6	61.2	54.2	61.0
Furniture (7 firms).....	51.2	61.3	76.5	46.1	52.6	56.8
Electrical Supplies (5 firms).....	71.8	109.7	137.8	55.7	71.4	91.6
Stationery (3 firms).....	45.1	41.1	45.0	41.9	40.7	39.4
Drugs (7 firms).....	91.3	89.8	97.3	83.9	79.2	82.0
LIFE INSURANCE SALES—SIX STATES—TOTAL	54.9	53.9	65.2	81.0	65.6	65.7
Alabama.....	40.6	40.4	50.6	62.2	64.5	58.9
Florida.....	69.6	66.7	88.7	82.3	83.4	79.9
Georgia.....	57.7	57.2	68.9	86.6	66.2	70.1
Louisiana.....	62.5	61.8	75.1	114.0	75.2	72.1
Mississippi.....	47.5	44.3	53.2	57.4	43.8	56.4
Tennessee.....	51.6	51.6	56.3	77.0	58.1	57.3
BUILDING PERMITS—TWENTY CITIES—TOTAL	39.0	43.0	42.8	14.9	16.3	22.5
Atlanta.....	18.9	11.3	52.1	6.9	19.4	12.1
Birmingham.....	9.4	5.5	13.4	9.6	7.3	47.3
Jacksonville.....	34.0	30.5	34.5	24.4	20.2	31.1
Nashville.....	62.1	307.3	67.2	8.7	8.0	21.9
New Orleans.....	27.8	11.3	25.6	10.5	9.5	11.5
Fifteen Other Cities.....	53.5	40.8	50.6	18.9	19.8	21.5
CONTRACT AWARDS—SIXTH DISTRICT—TOTAL	55.8	35.9	37.8	32.9	24.8	36.4
Residential.....	19.6	30.0	33.6	27.9	12.7	32.0
All Others.....	79.9	39.8	40.6	36.2	32.8	39.4
WHOLESALE PRICES—UNITED STATES †						
ALL COMMODITIES	80.6	80.6	79.6	78.8	79.5	79.3
Farm Products.....	78.2	79.5	76.5	77.6	79.1	78.3
Foods.....	83.5	83.3	80.1	79.9	82.7	81.9
Other Commodities.....	78.8	79.0	78.9	77.7	77.4	77.3
Hides and leather products.....	97.1	96.1	94.9	86.2	86.0	85.4
Textile products.....	71.7	71.0	70.8	70.3	70.1	69.4
Fuel and lighting.....	75.1	76.1	76.2	72.9	72.5	72.9
Metals and metal products.....	86.7	86.7	86.6	85.8	85.8	85.7
Building materials.....	85.7	85.5	85.3	84.9	85.0	84.9
Chemicals and drugs.....	80.5	80.1	79.3	79.3	80.4	81.5
Housefurnishing goods.....	81.4	81.5	81.4	81.2	80.7	80.7
Miscellaneous.....	67.8	68.1	68.3	70.7	70.1	69.2
COTTON CONSUMPTION—UNITED STATES	114.8	100.3	106.6	106.2	92.9	93.4
Cotton-Growing States.....	145.3	126.1	135.8	127.4	111.2	113.4
All Other States.....	54.4	49.3	48.7	64.1	56.6	53.9
Georgia.....	148.8	127.9	135.1	124.5	106.9	109.9
Alabama.....	194.5	159.4	172.0	157.9	141.4	151.1
Tennessee.....	138.2	124.5	142.8	121.6	106.6	102.9
COTTON EXPORTS—UNITED STATES	102.4	79.1	78.8	90.7	76.0	61.9
PIG IRON PRODUCTION—United States	67.8	61.0	68.3	49.5	53.8	59.2
Alabama.....	68.4	65.1	69.8	29.9	38.1	51.6

*Adjusted for Seasonal Variation.

†Compiled by Bureau of Labor Statistics. 1926-100.