MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

SEPTEMBER 30, 1937

Retail trade in the Sixth District increased more than seasonally from July to August, and there were increases also in wholesale trade, building permits issued at twenty reporting cities, and in operations at cotton mills and cotton seed oil mills. Construction contracts awarded in the District, and pig iron output in Alabama, were somewhat smaller than in July. In the five weeks ending September 15, loans at weekly reporting member banks increased but investments declined. Demand deposits adjusted declined, but time and Government deposits and balances of other banks increased.

Trade After declining in June and July, retail sales by 49 reporting firms showed an increase of 24.1 per cent in August and were 6.4 per cent larger than a year ago. The decrease in July was smaller than seasonal and the increase in August much larger, and the index of sales by 28 firms which have reported over a long period of years, after seasonal adjustment, rose from 110.9 per cent of the 1923-1925 average for June to 114.1 per cent for July and to 131.8 per cent for August. This is the highest adjusted index number in the series, which began with 1919. Inventories also increased more than seasonally and were 19.3 per cent larger than for August, 1936.

Wholesale trade, reported by 70 firms, declined from March through July, but increased 13.3 per cent in August, and for the eight months of 1937 has been 19.9 per cent

larger than in that period last year.

Department of Commerce statistics indicate that daily average sales of general merchandise in small towns and rural areas of the South declined 19.7 per cent from June to July and were 2.2 per cent larger than in July, 1936.

CONDITION	OF	22 MEMBER (In Thousan	BANKS ds of Do	IN lla	SELECTED	CITIES
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	Sept. 15 1937	Change Aug.11,1937	From Sept. 16, 1936
			25,393
Loans and Investments	. \$543,727	— 758	
Loans—Total	. 263,780	+ 1,088	+32,614
Commercial, industrial and			
agricultural loans :			
On Securities	. 10,867	+ 156	
Otherwise secured and unsecured	. 124,182	+ 3,320	
Open market paper		— 686	1,324
Loans to brokers and dealers			
in securities	. 7,511	+ 16	+ 2,064
Other loans for purchasing			
or carrying securities	. 15.715	— 225	*
Real estate loans	. 26,619	 56	+ 2,593
Logns to banks		— 243	+ 4,435
Other Loans:	,	= '	, ,
On securities	. 25,798	→ 998	*
Otherwise secured and unsecured	44,017	— 2,192	*
Investments—Total	279,947	— 1,8 46	58,007
U. S. direct obligations		— 1,588	44,563
Obligations guaranteed by U.S		+ 1,659	— 5,696
Other securities		i,917	- 7,748
Reserve with F. R. Bank	108,382	+ 1,960	+25,759
Cash in vault		- 1,427	+ 471
Balances with domestic banks		+ 5,030	_ 26,287
		-11,286	+26,051
Demand deposits—adjusted		7 106	
Time deposits		+ 7,195	+ 9,427
U. S. Government deposits	. 15,035	+ 3,416	37,909
Deposits of domestic banks	. 179,683	+ 7,374	25,045
borrowings: rrom F. R. Bank	. 540	+ 167	+ 540
From others	311	— 1,7 50	+ 311

Banking Principal changes in the condition of weekly reporting member banks in leading cities of the District in the five weeks ending September 15 were increases in total loans, in holdings of guaranteed obligations of the United States, in balances maintained with other banks, in time deposits, in Government deposits, and in deposits of other banks. There were decreases in total loans and investments, in total holdings of investment securities, in some classes of loans, in demand deposits-adjusted, and in borrowings. In this period loans for commercial, industrial and agricultural purposes increased about 3.5 millions of dollars, and loans to brokers and dealers in securities increased slightly, but holdings of open market paper, loans to banks, real estate loans and Other Loans declined. Total loans on September 15 were 32.6 millions greater than on the corresponding Wednesday a year ago. Holdings of investment securities declined 1.8 millions between August 11 and September 15, and were 58 millions less than on September 16 last year when they were the largest in available records.

Demand deposits adjusted declined 11.3 millions in the five weeks ending September 15, after reaching on August 11 the highest level for any Wednesday, except June 23, on record. Time deposits have recently increased at mid-September to a new high level.

At the Federal Reserve Bank of Atlanta member bank reserves declined from 180.6 millions on May 12 (the final increase in reserve requirements was effective May 1) to 166.3 millions on July 21, and at the middle of September were 173.8 millions. Estimates based on latest available figures indicate that this total was 26.1 millions of dollars, or 17.7 per cent, in excess of legal requirements. Discounts have recently shown a small increase, but industrial advances have continued to decline. Treasury deposits increased on September 15 but were about 8.4 millions less than a year ago, and total reserves have also increased compared with August 11, but since the middle of the year have averaged somewhat less than in the January-June period. The decline in outstanding Federal Reserve notes of this bank's issue was offset in part by a net increase in payments into circulation of United States Silver Certificates by the bank, its branches and agencies.

				ATLANTA
/1	n thousand	ds of de	ıllar	g)

(In thousand	Sept. 15, 1937	Change From Aug.11,1937 Sept.16,1		
Bills discounted Bills bought in Open Market Industrial Advances United States Securities Total Bills and Securities Total Reserves Member Bank Reserve Account U. S. Treasurer General Account F. R. Note Circulation	. 107 . 175 . 110,991 . 112,803 . 251,185 . 173,753 . 5,363	+ 105 - 13 + 92 + 1,753 + 2,030 + 1,877 - 3,753	+ 1,412 - 1 - 408 + 12,635 + 13,638 + 4,113 + 35,007 - 8,355 - 14,853	

DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars)					
	lugust	July	July		
	1937	1937	1936		
ALABAMA Birmingham\$ DothamMobile Montgomery	80,433	\$ 88,369	\$ 66,639		
	3,119	2,654	3,228		
	36,591	40,335	27,230		
	20,137	22,226	18,790		
FLORIDA Jacksonville Miami Pensacola	67,633	70,246	57,386		
	29,188	30,194	26,572		
	8,638	8,783	7,901		
	26,003	26,460	22,735		
GEORGIA Albany Altanta Augusta Brunswick Columbus Elberton Macon Newnan Savamnah Valdosta	4,287	4,055	3,606		
	172,154	177,951	159,629		
	15,500	17,158	15,622		
	2,621	2,747	2,385		
	13,613	14,776	12,267		
	948	1,128	876		
	13,647	14,365	13,621		
	1,769	1,796	2,191		
	33,130	33,784	27,980		
	9,801	4,911	9,030		
New Orleans	207,129	207,760	194,326		
MISSISSIPPI Hattiesburg	4,988	4,872	4,181		
	19,616	20,168	28,984		
	8,888	9,766	7,801		
	6,128	6,822	5,907		
TENNESSEE Chattanooga	38,519	44,953	37,271		
	29,560	29,297	24,668		
	76,185	87,084	70,877		
TOTAL 26 Cities\$	930,225	\$972,660	\$851,703		

Agriculture The September 1 estimate of the 1937 cotton crop in the United States by the Department of Agriculture indicates the production of 16,098,000 bales, an increase of 505,000 bales or 3.2 per cent over the August estimate, and 3,699,000 bales or 29.8 per cent greater than the 1936 crop. The September estimates for the six states of this District combined total 6,092,000 bales, 3.0 per cent larger than the estimate a month earlier and 13.5 per cent larger than 1936 production in these states. Figures back to 1903 show only five years in which the crop in these six states has been larger than that estimated for 1937. The estimates by states are compared in the table.

•	1937 Es	1937 Estimates		
	September 1	August 1	Production	
Alabama. Florida Georgia Louisiana Mississippi Tennessee	40,000 . 1,321,000 . 873,000 . 2,027,000	1,302,000 40,000 1,282,000 864,000 1,917,000 508,000	1,145,000 31,000 1,086,000 761,000 1,911,000 433,000	
Six States	. 6,092,000	5,913,000	5,367,000	

Spot cotton prices have continued in August and early in September to decline. The average on the ten designated spot markets on September 16 was 8.75 cents per pound, which compares with 11.24 cents on August 5, prior to the release of the first official estimate of the crop, and with an average of 12.12 cents for the month of July.

July receipts from the sale of principal farm products, including livestock and livestock products and Government payments, were 18.4 per cent less than in June, but were 17.8 per cent greater than a year earlier notwithstanding a reduction of 79.6 per cent in Government payments. For the seven months of 1937, however, total receipts were 39.4 per cent larger than in that part of 1936.

There was some increase from August to September in the estimates of all the principal crops in this District except tame hay, and nearly all of them are considerably larger than last year. The estimated decrease in production of peaches was reduced slightly to 33.2 per cent, compared with 1936, and the estimates for peanuts and pears are also smaller. Production of pecans is estimated to be 10.2 per cent larger than a year ago. Prospects for sugar cane and rice improved during August, and the estimates for September are 1.4 per cent and 9.3 per cent, respectively, larger than 1936 production.

Industry Employment and payrolls at 5,700 firms in the six states of this District reporting to the Bureau of Labor Statistics exhibited further small declines from June to July, but continued well above that month of other recent years. Number employed in July was 9.3 per cent, and the amount of a week's payroll 19.5 per cent, larger than in July, 1936.

Value of contracts awarded in the Sixth District in August continued at a level higher than a year ago, and building permits at reporting cities were also larger. The value of building permits increased 17.6 per cent from July to August, and was 16.1 per cent greater than in August last year. The eight months total of \$45,945,918 is 4.7 per cent larger than for the corresponding part of last year, and the largest for the period since 1929. The August total was the largest for any month, excepting July last year, since May, 1929. Reflecting a decrease in factory awards in Alabama from July, value of contracts awarded in the Sixth District declined 20.8 per cent in August, but was 47.1 per cent greater than a year earlier, and for the eight months period was 14 per cent greater than in that part of 1936. Contracts for residential construction were smaller in both July and August than in those months last year, but residential contracts reported each month from February, 1936, through June, 1937, were larger than in the corresponding month a year earlier. Increases in total awards from July to August were reported in Florida and Louisiana, and increases over August, 1936, were reported in Alabama, Florida, and Louisiana. Press reports indicate the demand for lumber was irregularly lower in August, and weekly statements of the Southern Pine Association show that orders, shipments, and production averaged less than in the corresponding weeks a year ago.

Cotton mill operations in this District increased from July to August, and consumption of cotton was the largest for the month in twenty years for which statistics are available. Cotton seed oil mills crushed 44 per cent more seed in August, the first month of the new season, than a year earlier.

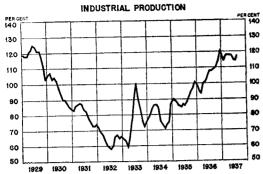
Coal production in Alabama and Tennessee increased slightly in August and continued well above the corresponding period a year ago. Production of pig iron in Alabama declined 2 per cent from July to August but was 58 per cent greater than a year ago, and the total for the year through August was 37.3 per cent larger than for that part of 1936, and the largest for the period since 1930. In the second week of September one blast furnace was blown out, leaving 17 in active operation.

Receipts of turpentine and rosin declined in August and continued substantially smaller than a year ago. In the third week of August quotations on rosin rose sharply but they have since declined, and the price of turpentine declined by September 13 to 30 cents per gallon, the lowest in a number of years.

SIXTH DISTR		SINES LES	SS	TATISTIC	:S Stocks	Collec-	
			Jo	anAug		tion Ratio	
August 19		pared	C	Incl. ompared	Aug. 1937 Compared		
V July 1937	Vith: 'Aug.	1936	Y	With ear Ago	With Aug. 1936	August 1937	
RETAIL TRADE							
Atlanta+43,0	i.	4.0 16.5		$^{+11.5}_{+13.5}$	$^{+19.2}_{+16.4}$	25.2 31.5	
Chattanooga+16.7	Ť	7.1		± 12.1	+23.7	31.5 22.7	
Chattanooga	+	6.3 3.1		+ 3.4 + 9.8	+26.0 +32.9	23.5	
New Orleans +31.2 Other Cities + 2.7	+	4.5 6.5		+ 3.7 + 10.0	+28.2 + 9.5	34.7 29.8	
DISTRICT (49 firms) +24.1	+			+ 9.2	+19.3	28.5	
WHOLESALE TRADE Groceries + 4.4	+	0.2		+ 8.2		72.8	
Dry Goods +64.1 Hardware +11.4	_	5.2 18.5		+ 4.9 + 27.8	+35.0 +27.2	32.0 39.8	
Furniture +39.1 Electrical Supplies -18.9	+	5.3 34.6		+12.5	+37.6	41.2	
Drugs + 4.6	+	14.8		+58.1 +15.4	+18.4	66.0	
TOTAL (70 firms) +13.3	+	10.7		+ 19.9	+33.2	48.5	
					**		
1	August	Jul 193		00 Omitte August	JanAu	g. Incl.	
	1937	193	7	1936	1937	1936	
COMMERCIAL FAILURES— DISTRICT							
Number (Actual)\$	29 192	s :	25 310	\$ 114		192 \$ 3,100	
		φ,	310	ф 114	Ф 4,4/4	φ 3,100	
CONTRACTS AWARDED— DISTRICT\$ Residential	26,925	\$ 33,	983	\$ 18,304	\$171,934	\$150,814	
All Others	201.556	27 (910 073	\$ 18,304 8,517 9,787	54,565 117,369	46,847 103,967	
AlabamaFlorida	1,579 11,616 1,734	11, 5.	67 0 773 061 509	1,219 7,963	21,935	25,812 49,317	
GeorgiaLouisiana	1,734 11,604	3,	061	2,465 1,791	20,679	22,464 24,187	
Mississippi	2,689	Z,	ರಾಚ	4,818	19,792	24,025	
Tennessee	3,336	3,	444	4,066	20,319	40,707	
BUILDING PERMITS— 20 CITIES\$	7,398	\$ 6,	292	\$ 6,374		\$ 43,897	
AtlantaBirmingham	343 221		616 325	240 337	3,460 2,597	3,281 1,534	
Nashville	561 895		451 377	508 563 794	3,791	2,663 6,350	
New Orleans 15 Other Cities	550 4,828		634 889	794 3,932	: 3,21/	3,146 26,923	
PIG IRON PRODUCTION—Tor	18			.,	,	,	
Alabama	234		239	148	1,709	1,244	
COAL PRODUCTION—Tons Alabama	1,150		140	916		7,486	
Tennessee	435		430	363	3,387	3,123	
(000 Omitted)							
	Augus 1937	it]	ulỳ 1937	Augu 193	st 6		
COMPAN CONCURRENCY							
COTTON CONSUMPTION— Bales	0.5			00			
AlabamaGeorgia	65 114		58 113	62 112		• • • •	
Tennessee	15 194		15 186	14 188			
COTTON SEED CRUSHED-							
Tons*	78		20	54	•••	• • • •	
FERTILIZER TAG SALES—Tons Total 6 States	23		34	29			
*Georgia, Alabama, Louisiana	and Mi	ssissip	pi.				
			(000 Omitt	ed)		
	July 1937	Jur		July 1936		ıly, Incl. 1936	
PRDM INCOMP C1C1 C						\$271,035	
FARM INCOME—Six States*.\$ Alabama	4,135 2,222	\$ 39, 5,	181	\$ 27,632 4,502	53,441	39.192	
FloridaGeorgia	9,397	5, 7,	691 009	1,441 7,935 2,444	91,401 56,605	67,670 48,202	
Louisiana Mississippi	3,056 4,643	5, 7,	450 489	3,423	61,226	28,254 36,833	
Tennessee	9,092	9,	066	7,887		50,884	
ELECTRIC POWER PRODUCTION—kw Hours							
Alabama	235,342 78,248	233,	249 666	243,842 60,003	1,639,136 533,296	1,407,919 473,554	
Georgia	129,055	136.	785	114,825	991, 0 10	916,407	
Louisiana Mississippi		153,	585 585	142,629 6,148 113,675	933,847 38,396	879,741 34,250 842,709	
Tennessee	130,988 737,309	110, 713,	431	681,122	4.915.755	4.554.580	
mississippi. Tennessee Total Six States By Water Power By Fuels. *Includes Government benefit	280,053 457,256	713, 32 2, 3 90,	387 614	351,391 329,731	4,915,755 2,844,554 2,071,201	2,808,071 1,746,509	
*Includes Government benefit	paymen	ts.	V 4.7	020,701	2,0,1,201	1,110,000	
for ERASER							

SIXTH DISTRICT BUSINESS INDEXES (1923-1925=100 except as noted)					
	ig. 1937	July 1937	Aug. 1936		
RETAIL SALES* Unadjusted DISTRICT (28 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	102.8	79.9	95.7		
	191.2	134.7	184.1		
	102.7	82.6	87.6		
	68.7	58.8	62.8		
	76.9	61.7	74.6		
	93.5	71.3	89.5		
RETAIL SALES* Adjusted DISTRICT (28 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	131.8	114.1	122.7		
	233.2	184.5	224.5		
	128.4	113.2	109.5		
	89.2	79.5	81.6		
	92.7	89.4	89.9		
	119.9	103.3	114.7		
RETAIL STOCKS Unadjusted DISTRICT (24 firms) Atlanta Birmingham Chattemooga Nashville New Orleans	74.1	68.9r	59.0		
	123.5	112.7	103.1		
	70.7	66.3	56.6		
	64.2	57.6	51.9		
	64.8	57.0	48.7		
	62.3	59.3r	48.6		
RETAIL STOCKS Adjusted DISTRICT (24 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	76.4	74.9r	60.8		
	130.0	123.8	108.5		
	74.4	69.8	59.6		
	66.2	61.3	53.5		
	65.5	61.3	49.2		
	63.6	62.4r	49.6		
WHOLESALE TRADE (70 firms) Groceries Dry Goods Hardware Furniture Drugs	88.1	77.8	77.6		
	57.4	55.0	57.2		
	83.4	50.8	88.0		
	97.3	87.4	83.6		
	94.6	68.0	91.1		
	105.9	101.2	87.4		
CONTRACTS AWARDED—DISTRICT Residential All Others Alabama Florida Georgia Louisiana Mississippi Tennessee	76.7	96.8	52.2		
	45.4	49.2	60.7		
	97.6	128.3	46.5		
	34.5	255.2	26.7		
	80.1	39.8	54.9		
	26.0	45.9	37.0		
	84.5	198.9	28.5		
	139.4	137.9	249.9		
	60.2	62.1	73.3		
BUILDING PERMITS—20 Cities Atlanta Birmingham Jacksonville Nashville New Orleans 15 Other Cities	65.7	55.9	56.6		
	22.2	39.8	15.5		
	14.9	21.9	22.7		
	68.2	54.8	61.7		
	141.1	59.5	88.8		
	42.7	49.3	61.7		
	88.1	71.0	71.8		
PIG IRON PRODUCTION—ALABAMA*	98.9	100.9	62. 6		
COTTON CONSUMPTION—3 STATES*Alabama Georgia. Tennessee	157.5 186.9 145.0 154.4	150.7 166.7 144.1 146.9	152.4 179.1 142.3 139.1		
	uly 1937	June 1937	July 1936		
EMPLOYMENT—(Av. for 1932=100) Alabama. Florida. Georgia. Louisiana. Mississippi. Tennessee. Six States.	152.2	154.0	136.0		
	94.5	99.4	83.5		
	149.6	149.6	133.6		
	124.9	125.2	109.7		
	117.2	117.3	108.2		
	139.1	141.7	128.6		
	137.7	139.4	126.0		
PAYROLLS—(Av. for 1932—100) Alabama Florida Georgia Louisiana Mississippi Tennessee Six States	236.7	241.0	186.2		
	80.9	83.7	70.7		
	196.7	198.5	165.3		
	155.0	154.8	129.5		
	160.1	161.6	146.3		
	179.7	184.3	154.8		
	182.0	185.0	152.3		
ELECTRIC POWER PRODUCTION* Alabama Florida Georgia Louisiana Mississippi Tennessee Six States By Water Power By Fuels	294.6	301.7	305.2		
	384.8	369.2	295.1		
	214.8	235.3	191.1		
	589.2	594.9r	535.6		
	104.8	105.3r	94.7		
	208.7	181.9r	181.2		
	287.8	287.6r	265.9		
	208.0	247.4r	261.0		
	376.3	332.1r	271.3		

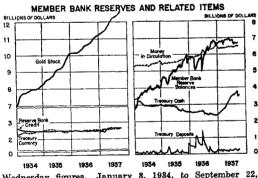
^{*}Indexes of retail sales, electric power and pig iron production and of cotton consumption are on a daily average basis. r=Revised.



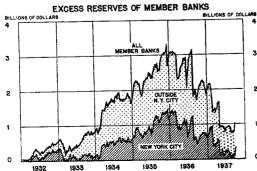
Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1929, to August, 1937.



Indexes of number employed and payrolls, without adjustment for seasonal variation, 1923-1925 average = 100. By months, January, 1929, to August, 1987. Indexes compiled by U. S. Bureau of Labor Statistics.



Wednesday figures. January 8, 1984, to September 22,



Wednesday figures of estimated excess reserves for all member banks and for New York City, January 6, 1932,

http://fraser.stlouisfed.org/

National Summary of Business Conditions

Prepared by the Board of Governors of the Federal Reserve System

N August industrial activity advanced from the level of the two preceding I months and on a seasonally adjusted basis was close to the volume of last spring. Early reports for September indicate a decline in steel output and a seasonal decrease in the production of automobiles.

PRODUCTION AND EMPLOYMENT

Volume of industrial production, as measured by the Board's seasonally adjusted index, was 117 per cent of the 1923-1925 average in August as compared with a level of 114 per cent in June and July and 118 per cent during the spring. Steel production rose slightly further and was close to the high level prevailing before strikes curtailed output in June. Automobile production was maintained in considerably larger volume than is usual in the month preceding the shift to new model production. Lumber output declined, following a period of increase. In the nondurable goods industries output increased in August, reflecting chiefly increases at cotton and woolen textile mills, following considerable declines in the preceding month. Activity at meat packing establishments increased somewhat from an extremely low level. Shoe production showed less than the usual seasonal rise. At mines, output of coal increased less than seasonally, while crude petroleum production continued to expand.

Value of construction contracts awarded, as reported by the F. W. Dodge Corporation, declined somewhat in August and the first half of September. Awards for private residential building showed little change and were in about the same volume as in the corresponding period of 1936, while publicly-financed residential building declined and was in considerably smaller volume than last year.

Factory employment, which had increased in July, showed less than a seasonal rise in August. Factory payrolls increased by about the usual seasonal amount. The number employed at steel mills increased somewhat further while at automobile factories, railroad repair shops, and sawmills employment declined. In the textile industries employment in the production of fabrics decreased somewhat, while employment in the production of wearing apparel increased. Changes in employment in most other manufacturing industries were small.

AGRICULTURE

Department of Agriculture crop estimates based on September 1 conditions were about the same as the estimates a month earlier, except for an increase in cotton and a decrease in corn. Output of leading crops is substantially larger than last season. Supplies of livestock and meats are expected by the Department of Agriculture to continue smaller than last year.

DISTRIBUTION

Mail order sales and sales at department stores showed somewhat less than the usual seasonal increase from July to August. Freight car loadings continued at the level of the previous month.

COMMODITY PRICES

Cotton prices declined considerably further from the middle of August to the third week of September and there were smaller decreases in cotton goods, silk, hides, steel scrap, copper scrap, and lumber. Prices of livestock and livestock products, after some decline in the latter part of August and the first week of September, advanced sharply in the middle of September.

BANK CREDIT

Excess reserves of member banks increased in the five week period ending September 22 from \$800,000,000 to \$1,000,000,000 as the result of a release of gold by the Treasury from its inactive account. The bulk of the increase in excess reserves went to New York City banks and on September 22 these banks had excess reserves of \$350,000,000, Chicago banks had \$50,000,000, and banks elsewhere \$600,000,000.

Commercial loans at reporting member banks in 101 leading cities, reflecting in part seasonal demands, continued to increase substantially during the four weeks ending September 15, both in New York City and outside. Holdings of United States Government obligations and of other securities showed a further decrease, with the result that total loans and invesments declined somewhat,

Money Rates

Rates on 9-month Treasury Bills declined from 0.71 per cent early in September to 0.44 per cent later in the month, and average yields on long-term Treasury Notes declined from about 1\% per cent to below 1\frac{1}{2} per cent.