MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

August 31, 1938

The July decline in retail trade in the Sixth District was considerably less than seasonal and, contrary to seasonal tendency, the daily rate of cotton consumption increased in May, June and July. Total construction contracts increased in July, but residential awards and building permits declined. Business failures increased in July.

Trade Total sales by 49 reporting retail firms in the Sixth District declined 17.3 per cent from June to July and were 6.1 per cent less than in July last year. On a daily average basis, however, the decrease in July, which had 25 business days, was less than seasonal compared with June, which had 26 business days. The index of daily average sales, after adjustment for seasonal change, rose 8.7 per cent from 104.3 per cent of the 1923-1925 average for June to 113.4 per cent for July, which compares with 114.1 per cent for July last year which also had 26 business days. In the January-July period total sales by these reporting firms were 4.4 per cent less in dollar amount than in the corresponding part of 1937. Preliminary reports for the first three weeks in August indicate a decrease of 3.1 per cent compared with those weeks last year.

Wholesale trade in the Sixth District, according to reports by 160 firms to the United States Department of Commerce, declined 4.5 per cent in July, when there is usually a slight increase. However, an increase of 1.5 per cent was recorded from May to June when in previous years June sales had averaged 5.6 per cent less than those in May. July sales at wholesale were 15.6 per cent less than a year earlier, and in the seven-months period they have been 14.1 per cent less than in that part of 1937.

Business failures increased substantially in July and liabilities of defaulting firms were the largest in more than two years.

Banking Total loans and investments at 22 weekly reporting member banks in leading cities of the Sixth District increased about 16 millions of dollars between July

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

	Aug. 17, 1938	Change July13,1938	
Loans and Investments—Total	\$551,450 282,272	+ 9,173 + 4,891	+ 5,655 +20,673
agricultural loansOpen market paperLoans to brokers and dealers	153,807 2,928	+ 4,087 101	$^{+22,318}_{1,128}$
in securitiesOther loans for purchasing		706	1,873
or carrying securities	2 7,482 3,687	241 + 1,023 454	- 1,081 + 822 - 1,935
Other loans	269,178	+ 1,283 + 4,282 1,680	+ 3,550 15,018 31,816
Obligations guaranteed by U. S Other securities	83,949	+ 1,406 + 4,556 + 4,680	+ 9,378 + 7,420 4,107
Cash in vault	11,070 132,917	- 791 - 1,936 + 6,456	+ 55 + 29,427 1,662
Time deposits	185,918 22,945	+ 1, 75 3 197	+ 3,296 + 9,194
Deposits of domestic banks Borrowings: From F. R. Bank From Others		+ 2,084 87 40	+23,466 1,832 2,261

6 and August 3. About 10 millions of this increase was in loans, largely those for commercial, industrial and agricultural purposes and loans to banks, and about 6 millions was in investments. In the two weeks following August 3 there was a decline of 5.6 millions in loans and a small further increase in investments. Holdings of direct obligations of the United States declined by August 10 to the lowest level in three years. Investments in securities guaranteed by the United States reached the highest level on record on July 27, and have since declined slightly, and holdings of other securities on August 17 were the largest since February last year. Compared with the corresponding Wednesday a year ago, total loans by these banks to their customers on August 17 were 20.7 millions larger, but holdings of investment securities were 15 millions less.

Demand deposits-adjusted rose nearly 16 millions between July 6 and August 10, and declined only slightly the following week, when they were 1.7 millions less than a year earlier. Time deposits have recently increased and on August 17 were the largest since last October, and 3.3 millions larger than on August 18 last year. After declining in May and June, deposits of other banks have recently increased and on August 17 were 23.5 millions larger than a year ago.

At the Federal Reserve Bank of Atlanta borrowings by member banks have recently declined, and reserve deposits maintained by member banks have increased. Discounts for member banks increased on the last Wednesday in July and the first Wednesday in August but declined in the two following weeks to the lowest point, at \$643,000, in about sixteen months. Total reserves of the bank, consisting largely of gold certificates on hand and due from the United States Treasury, have been somewhat larger in the first three weeks of August than in July or June and were, on August 17, slightly larger than a year ago. Reserve deposits maintained by member banks, which declined about 36 millions of dollars between early April (prior to the reduction in reserve requirements) and June 22, increased about 14 millions by August 17, when they were about 3 millions less than a year ago.

Daily average figures of deposits and reserves of all member banks in the District indicate that estimated excess reserves increased in the first two weeks of July but averaged somewhat less in the latter half of the month. In the first half of July reserves averaged 36.8 millions in excess of legal requirements, and in the last two weeks they averaged 33.9 millions. On the basis of latest available figures,

CONDITION OF FEDERAL RESERVE BANK OF ATLANTA (In Thousands of Dollars)

	Aug. 17, 1938	July	Chang 13,1938	e Fron Aug.1	n : 18,19 3 7
Bills Discounted	.\$ 643		152		807
Bills Bought	. 19				89
Industrial Advances	. 115		2		72
United States Securities	. 111.196			4-	206
Total Bills and Securities	. 111.974		153	<u>'</u> -	761
Total Cash Reserves		+	463	+	702
F R. Note Circulation			.631	28	3.076
Member Bank Reserve Deposits			.525	2	
U. S. Treasurer—General Account	36,039	<u> </u>			.955
Total Deposits		ĭ			.526
Commitments to Make Industrial	,	•	,001	1 20	,020
Advances	180		3	_	134

DEBITS TO IN	DIVIDUA sands of	L ACCOUNTS	
(July 1938	June 1938	July 1937
ALABAMA			
Birmingham\$	73,745	\$ 7 <u>1,479</u> \$	88,369
Dothan	2,517	2,399	2,654
Mobile	34,346	33,511	40,335
Montgomery	17,971	18,813	22,226
FLORIDA		A= 100	50.040
[acksonville	61,682	67,180	70,246
Miami	26,892	27,424	30,194
Pensacola	7,981	7,737	8,783
Tampa	23,818	24,820	26,460
GEORGIA			4.055
Albany	3,463	3,725	4,055
Atlanta	174,538	176,262	177,951
Augusta	13,980	14,967	17,158
Brunswick	2,325	2,326	2,747
Columbus	12,282	11,595	14,776
Elberton	880	976	1,128
Macon	12,884	12,194	14,365
Newnan	1,717	1,353	1,796
Sayannah	26,024	27,582	33,784
Valdosta	3,813	3,014	4,911
LOUISIANA	010.000	101 000	
New Orleans	218,650	191,925	207,760
MISSISSIPPI			
Ḥaṭtiesburg	4,140	3,584	4,872
jackson	27,236	23,042	20,168
Meridian	8,724	8,288	9,766
Vicksburg	6,189	6,166	6,822
TENNESSEE	00 504		
Chattanooga	38,594	40,966	44,953
Knoxville	27,364	25,975	29,297
Nashville	74,689	76,039	87,084
TOTAL 26 Cities\$	907,444	\$ 883,342 \$	972,660

reserves on August 17, amounting to \$168,306,000, were about 41 millions of dollars, or 32.3 per cent, larger than legal requirements.

Agriculture The August estimates for the six states of this District, by the United States Department of Agriculture, indicate some improvement during July in prospective production of corn, oats, hay, sweet potatoes, pears and grapes, and of rice and sugar cane in Louisiana, but there were declines in the estimates for tobacco, apples, peaches and white potatoes. Estimates for most crops continue larger than last year's production, excepting wheat, apples, grapes and pecans. The August estimate of pecans, the first of the season, indicates a decrease of 15.2 per cent from 1937. The August 1 condition of orange trees in Florida was 76 per cent of normal, the same as a year ago, and that of grapefruit 74 per cent, compared with 52 per cent a year earlier.

The first estimate of the 1938 cotton crop by the Department of Agriculture indicates that, on the basis of August 1 conditions, and an estimated acreage on July 1 about 21 per cent smaller than that harvested last year, the six states of this District will produce 4,473,000 bales, a decrease of 41.4 per cent from the 1937 crop. For the United States as a whole, the 1938 crop is estimated at 11,998,000 bales, a reduction of 6,948,000 bales, or 36.7 per cent from the record crop of last year. The larger percentage decreases are in Mississippi, Louisiana, North Carolina, Alabama and Georgia. The estimate was somewhat larger than had been anticipated, and the ten-market average of spot cotton prices, which rose more than a cent a pound between early June and

COTTON PRODUCTION — Bales						
	Estimate Aug. 1, 1938	1937 Production	Per Cen Change			
Alabama Florida Georgia Louisiana Mississippi Tennessee	28,000 939,000 631,000 1,438,000	1,681,000 40,000 1,500,000 1,104,000 2,692,000 661,000	-40.6 -30.0 -37.4 -42.8 -46.6 -33.6			
Six States	4,473,000	7,628,000 18,946,000	-41.4 -36.7			

July 8, when it was 9.15 cents, declined by August 12 to 8.27 cents, and on August 19 was 8.35 cents. The Bureau of Labor Statistics' index of prices of farm products rose in the first half of July, but between July 16 and August 13 that index declined 5.2 per cent, and the index of food prices had declined 3.0 per cent.

Estimated receipts from the sale of principal farm products declined further in June, but Government payments almost doubled over those in May and were about nine times the amount for June, 1937. In the first half year total receipts from crops and Government payments were about 19 per cent less than in that period a year ago.

Fertilizer tag sales declined further in July, and for the year ending July 31 were 11.4 per cent less than in the

previous season,

Industry The value of construction contracts awarded in the Sixth District in July increased 8.4 per cent over June, but was 41.8 per cent smaller than the total for July, 1937, which was the largest for any month since November, 1933, and a total which has been exceeded only twice in the past nine years. Contracts for residential construction declined 7.2 per cent in July but other awards increased 18.9 per cent. Increases over June were reported for Alabama, Florida, Georgia and Louisiana. In the January-July period the total value of contract awards was 22.6 per cent less than in that part of 1937. Residential awards were only 9.8 per cent smaller, while other contracts were 28.9 per cent less for the period. Value of building permits issued at twenty cities declined 6.2 per cent in July, was 24.9 per cent less than in July, 1937, and the seven-months total was 16.1 per cent less than for that period last year. The improvement in the lumber market in the latter part of June extended well into July, and in the five weeks ended August 6 orders at southern pine mills averaged 13.4 per cent, and shipments 10.2 per cent greater than in that period last year, although production was 15.4 per cent smaller.

Cotton mills in Alabama, Georgia and Tennessee consumed an average of 5,441 bales of cotton for each business day in July, allowing for the July 4th holiday in addition to the five Sundays. This was 3.2 per cent larger than that for June, and is the third consecutive monthly increase at a time when operations have usually declined. In the year ending July 31, consumption in these states was 31.4 per cent less than in the previous cotton season. Operations at cotton seed oil mills, however, have been at a level about 23 per cent higher than in the season before, because of the large cotton crop in 1937.

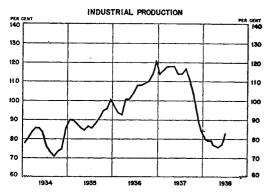
Pig iron production in Alabama declined further in July, but shipments increased. There has been an increase in buying, and by the end of July two additional furnaces were operating, and press reports indicate a further later addition to the number active. Receipts of both turpentine and rosin declined in July, but stocks increased, and both receipts and stocks were larger than a year ago. Press reports indicate that more than 116,000 barrels (50 gallons) of turpentine and 389,102 barrels (500 lbs.) and 60,426 drums (560 lbs.) of rosin have been placed under loan with the Commodity Credit Corporation up to July 31, the total of such loans amounting to about 6.5 millions of dollars. Daily average production of electric power increased 7.4 per cent in June and was slightly larger than a year earlier. Employment and payrolls declined somewhat further in June.

SIXTH DISTR		ISINES:			s stocks	
July, 193 June, 193	with		Con	with	July, 1938 Compared with July, 1937	July
Atlanta	-	1.4 - 9.9 - 4.0 - 5.4 - 6.1 - 3.9 -10.1 - 6.1	+	- 3.0 - 9.1 - 7.4 -12.1 - 7.5 - 1.5 - 6.1 - 4.4	—11.9 —11.0 — 5.7 —25.4 —22.5 —10.9 —6.9 —10.8	25.2 30.5 28.3 24.4 30.4 30.0 28.1
WHOLESALE TRADE — 5.3 Groceries — 5.3 Dry Goods + 9.7 Hardware — 3.4 Electrical Goods — 2.0 Drugs — 15.5 Furniture — 2.7 TOTAL — 4.5		-14.5 -16.3 -15.9 -32.5 -12.0 - 0.7 -15.6		-12.9 -17.0 -17.3 -31.3 - 4.1 -11.7 -14.1	- 1.0 31.6 12.9 31.1 - 0.4 13.0	77.8 32.9 39.9 69.6 57.9 53.4
	July 1938	June 1938	•	Omitte July 1937		1ly, Incl. 1937
COMMERCIAL FAILURES— DISTRICT Number (Actual) Liabilities\$	68 1,120		34 34	25 310	380 \$ 3,765	202 \$ 1,951
CONTRACTS AWARDED— DISTRICT \$ Residential All Others. Alabama Florida Georgia Louisiana Mississippi Tennessee.	19,770 6,816 12,954 2,309 7,381 4,364 3,630 1,429 3,843	\$ 18,2 7,3 10,8 1,7 5,8 3,5 2,8 2,0 5,0	48 91 24 04 72 99	\$ 33,983 6,910 27,073 11,670 5,773 3,061 12,509 2,659 3,444	\$112,248 43,451 68,797 13,681 35,820 22,604 23,775 11,939 25,440	\$145,009 48,196 96,813 20,356 54,038 18,945 35,590 17,103 22,982
BUILDING PERMITS— 20 CITIES. \$ Atlanta. Birmingham. Jacksonville. Nashville. New Orleans. 15 Other Cities.	231 155 493 123 247 3,478	5	142 162 182 77 69	\$ 6,292 616 325 451 377 634 3,889	\$ 32,342 2,085 1,632 6,209 878 2,815 18,724	\$ 38,548 3,117 2,376 3,005 2,896 2,667 24,487
PIG IRON PRODUCTION—Ton Alabama	as 89		96	239	908	1,475
AlabamaTennessee	742 280		65 803	1,119 432	5,900 2,248	6,901 2,974
		***	(00	0 Omitte		o Inly 21
	July 1938	Jun 193		July 19 3 7	1937-38	o July 31, ncl. 1936-37
COTTON CONSUMPTION—Bales Alabama Georgia Tennessee Total 3 States	44 80 12 136	1	41 83 13	58 113 15 186	588 1,082 154 1,824	857 1,561 191 2,609
COTTON SEED CRUSHED—	49		67	20	2,315	1,882
FERTILIZER TAG SALES—Ton Total 6 States	27		61	34	2,389	2,695
*Georgia, Alabama, Louisiana	June	Ma	(00	0 Omitte	JanJu	ine, Incl.
FARM INCOME*—Six States \$ Alabama Florida Georgia Louisiana Mississippi Tennessee	1938 37,430 5,241 5,437 8,607 4,002 6,466 7,677	\$ 38,7 4,9 9,7	722 993 762 751 669 69	\$ 39,886 5,181 5,691 7,009 5,450 7,489 9,066	\$282,103 35,834 68,947	\$346,936 49,306 89,143 47,352 41,994 56,583 62,558
ELECTRIC POWER PRODUCTION—kw Hours	275,511	252,6 77,6 110,0 137,2 5,6 111,1 694,6 414,2	680 627 054 206 970 104 641 524	233,485 72,666 136,785 153,285 6,585 110,431 713,237 322,387 390,850	1,432,400 505,977 702,871 742,073 35,528 699,914 4,118,763 2,322,090 1,796,673	1,404,030 455,048 861,955 776,962 31,605 649,082 4,178,682 2,564,501 1,614,181

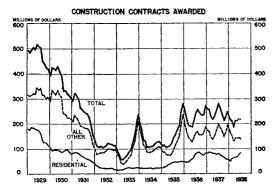
SIXTH DISTRICT BUSINESS INDEXES (1923-1925==100 except as noted)

SIXTH DISTRICT BUSINESS INDEXES (1923-1925==100 except as noted)							
Ju	ly, 1938	June, 1938	July, 1937				
RETAIL SALES*—Unadjusted DISTRICT (28 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	79.4	93.9	79.9				
	139.4	160.6	134.7				
	78.1	83.9	82.6				
	58.7	76.2	58.8				
	60.2	78.3	61.7				
	71.2	85.9	71.3				
RETAIL SALES*—Adjusted DISTRICT (28 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	113.4	104.3	114.1				
	191.0	184.6	184.5				
	107.0	90.2	113.2				
	79.3	68.6	79.5				
	87.2	85.1	89.4				
	103.2	96.5	103.3				
RETAIL STOCKS—Unadjusted DISTRICT (24 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	60.8	63.7	68.9				
	99.9	98.4	112.7				
	60.9	65.9	66.3				
	54.3	56.5	57.6				
	44.2	46.8	57.0				
	52.8	56.5	59.3				
RETAIL STOCKS—Adjusted DISTRICT (24 firms) Atlanta Birmingham Chattanooga Nashville New Orleans	66.1	67.1	74.9				
	109.8	102.5	123.8				
	64.1	66.6	69.8				
	57.8	58.9	61.3				
	47.5	48.2	61.3				
	55.6	60.1	62.4				
WHOLESALE SALES—Total	63.2	66.2	77.8				
Groceries	48.4	51.1	55.0				
Dry Goods	45.4	41.4	50.8				
Hardware	70.7	73.2	87.4				
Furniture	69.9	71.8	68.0				
Drugs	84.4	99.9	101.2				
CONTRACTS AWARDED—DISTRICT. Residential All Others Alabama Florida Georgia Louisiana Mississippi Tennessee	56.3	52.0	96.8				
	48.6	52.4	49.2				
	61.5	51.7	128.5				
	50.5	37.7	255.2				
	50.9	40.0	39.8				
	65.5	53.6	45.9				
	57.7	46.1	198.9				
	74.1	106.1	137.9				
	69.3	90.8	62.1				
BUILDING PERMITS—20 Cities. Atlanta. Birmingham Jacksonville. Nashville New Orleans. 15 Other Cities.	42.0	44.8	55.9				
	14.9	22.1	39.8				
	10.5	24.4	21.9				
	59.9	70.8	54.8				
	19.4	12.1	59.5				
	19.1	36.4	49.3				
	63.5	58.5	71.0				
PIG IRON PRODUCTION—ALABAMA*	37.5	40.5	100.9				
COTTON CONSUMPTION—3 STATES*	114.7	111.1	150.7				
Alabama	132.0	117.7	166.7				
Georgia	106.5	105.7	144.1				
Tennessee	119.7	131.1	146.9				
J	un e, 1938	Мау, 1938	June, 19				
EMPLOYMENT—(Av. for 1932=100) Alabama Florida Georgia Louisiana Mississippi Tennessee Six States	119.5	125.9	154.0				
	96.3	103.8	99.4				
	127.9	129.8	149.6				
	116.1	118.3	125.2				
	93.9	96.5	117.3				
	116.5	117.7	141.7				
	117.6	120.9	139.4				
PAYROLLS—(Av. for 1932—100) Alabama Florida Georgia Louisiana Mississippi Tennessee Six States	163.2	179.1	241.0				
	76.1	85.0	83.7				
	153.7	152.5	198.5				
	145.0	149.0	154.8				
	116.8	121.5	161.6				
	138.5	140.0	184.3				
	144.9	150.6	185.0				
ELECTRIC POWER PRODUCTION* Alabama Florida Georgia Louisiana Mississippi Tennessee Six States By Water Power By Fuels	319.6	316.3	294.6				
	373.5	381.7r	377.0				
	203.7	183.2	214.9				
	572.9	515.3	589.2				
	79.4	92.3	109.1				
	214.9	177.1	208.9				
	291.3	271.2	287.4				
	342.8	307.9	207.7				
	234.3	230.5	375.6				

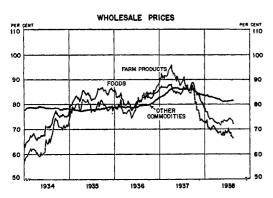
^{*}Indexes of retail sales, electric power and pig iron production and of cotton consumption are on a daily average basis. r= revised.



Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to July, 1938.



Three-month moving averages of F. W. Dodge data for value of contracts awarded in 37 Eastern States, adjusted for seasonal variation. Latest figures based on data for June, July and estimate for August.



Indexes compiled by U. S. Bureau of Labor Statistics, 1926 = 100. By weeks, 1934 to week ending August 20, 1938.



Wednesday figures, January 3, 1934, to August 17, 1938. Digitized for FRASER

National Summary of Business Conditions

Prepared by the Board of Governors of the Federal Reserve System

I NDUSTRIAL activity increased in July, when there is usually a considerable decline, and rose somewhat further in the first three weeks of August.

Production

Volume of industrial production increased from 77 per cent of the 1923-1925 average in June to 83 per cent in July, according to the Board's index which is adjusted for changes in the number of working days and for usual seasonal variations. Steel output rose sharply, lumber production also increased, and output of cement and glass was maintained. Automobile production declined somewhat further. In the first three weeks of August activity at steel mills was at a rate of around 40 per cent of capacity as compared with an average of 35 per cent in July, while in the automobile industry there was more than the usual seasonal reduction in output as producers closed plants somewhat earlier than in other recent years to prepare for the shift to new model production.

At textile mills activity in July showed a further rise, marked increases being reported in mill consumption of cotton and wool and in shipments of rayon yarn. Shoe production also increased substantially, following a decline in June.

Bituminous coal production advanced somewhat in July, and output of crude petroleum was at a much higher rate, reflecting chiefly a return to production on a six-day week basis in Texas. Anthracite production decreased sharply following a considerable volume of output during May and June.

Value of construction contracts awarded in 37 Eastern States showed little change from June to July, according to figures of the F. W. Dodge Corporation. Contracts for residential building continued to increase, and there was an increase also in commercial building, reflecting the award of a contract for a large office building. Factory construction remained at a low level and declines were reported in most other types of construction.

EMPLOYMENT

Factory employment and payrolls, which usually decline at this season increased somewhat from the middle of June to the middle of July. There were substantial increases in the number employed at textile mills, clothing establishments, and shoe factories, and at railroad repair shops there was a slight increase. In the machinery and automobile industries employment declined somewhat further. In nonmanufacturing industries the principal changes in employment were a decrease at mines and an increase on the railroads.

AGRICULTURE

A domestic cotton crop of 12,000,000 bales was indicated on August 1, according to the Department of Agriculture. Last season the crop was 19,000,000 bales and, with world consumption of American cotton about 11,000,000 bales, the carry-over increased sharply to 13,500,000 bales. The wheat crop was forecast at 956,000,000 bushels, as compared with 874,000,000 bushels harvested last year and usual domestic consumption of about 670,000,000 bushels. Production estimates for most other major crops were slightly under the large harvests of a year ago. Preliminary estimates by the Department of Agriculture indicate that cash farm income, including Government payments, will total \$7,500,000,000 for the calendar year 1938, a decline of 12 per cent from last year, which was the highest since 1929.

In July department store sales declined by less than the usual seasonal amount, while sales at variety stores and mail-order houses decreased seasonally. Retail sales of automobiles increased somewhat, although there is ordinarily a decline in July. In the first half of August sales at department stores showed less than the usual seasonal rise.

Freight-car loadings increased from June to July, reflecting chiefly larger shipments of grain, coal, and miscellaneous freight.

COMMODITY PRICES

Prices of grains, cotton, livestock, and meats were lower in the third week of August than in the middle of July, while prices of most industrial commodities were unchanged. Steel scrap advanced further in July, then declined somewhat in the first half of August. Cotton gray goods also declined in the early part of August, while prices of copper and rubber were maintained, following increases in the latter part of July.

Bank Credit

Excess reserves of member banks declined by about \$230,000,000 in the five weeks ending August 17 to a total of \$2,930,000,000, following a steady growth from the middle of April to a peak on July 13. The decline in reserves was largely the result of an increase in Treasury deposits with the reserve banks, reflecting receipts from weekly Treasury bill offerings in excess of maturities and a sale of Reconstruction Finance Corporation notes. Most of the decrease in excess reserves was at city banks.

Following substantial declines since the autumn of last year, commercial loans and brokers loans at reporting member banks in 101 leading cities increased somewhat during the first half of August. Member banks in leading cities added about \$170,000,000 to their holdings of investments in the middle of July, mainly United States Government guaranteed obligations, but thereafter their holdings showed little change.

http://fraser.stlouisfed.org/ Federal Reserve Bank of St. Louis