MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

October 31, 1938

There were further gains in September of about the usual seasonal proportions in the volume of trade, at both retail and wholesale, in the Sixth Federal Reserve District, and business failures declined in both number and liabilities. Pig iron production in Alabama increased substantially, following a large gain in August, and activity at textile mills increased seasonally. Value of construction contracts awarded increased in September, although a decline is usual at that time, and was substantially larger than a year ago. Contracts for residential construction, however, declined after reaching in August the highest level in nine years, and building permits also declined.

Trade September sales by 49 reporting retail firms increased 13.8 per cent in actual dollar amount over August. On a daily average basis, however, the increase in September, which had 25 business days, over August, which had 27, was 19.7 per cent, only slightly less than the usual seasonal rise. The daily average index, after adjustment for the seasonal trend, was 127.3 per cent of the 1923-1925 average, a decline of 0.4 per cent from August. Total sales in the first nine months of 1938 were 4.1 per cent less than in that part of last year. Preliminary reports for the first half of October indicate a decrease of less than 1 per cent compared with that period a year ago. September inventories increased slightly more than usual, but were 10 per cent smaller in dollar value than a year earlier.

Wholesale trade, according to reports to the United States Department of Commerce by 154 firms in the Sixth District, increased further in September by 7.9 per cent, but was 12.2 per cent less than in September 1937. According to the index of the United States Bureau of Labor Statistics, wholesale prices in September averaged 10.4 per cent lower than they were a year earlier. Wholesale inventories, reported by 60 firms, increased slightly in September but were 12.3 per cent smaller than for September last year.

CONDITION OF 22 MEMBER BANKS IN SELECTED CITIES (In Thousands of Dollars)					
	Oct. 12, 1938	Change Month Ago	From : Year Ago		
Loans and Investments—Totals	\$579,404 293,674	+ 17,396 + 9,242	+26,593 +17,474		
Commercial, industrial and agricultural loans Open market paper Loans to brokers and dealers	161, 428 2,210	+ 7,002 225	$^{+22,017}_{-2,233}$		
in securities Other loans for purchasing	6,732	+ 633	883		
or carrying securities Real estate loans Loans to banks Other loans	14,427 28,167 2,466 78,244	158 + 278 724 + 2,436			
Investments—Total U. S. direct obligations Obligations guaranteed by U. S	285,730 158,412 42,147	+ 8,154 + 8,962 + 625	+ 9,119 		
Other securities. Reserve with F. R. Bank Cash in vault. Balances with domestic banks.	85,171 102,733 11,840 139,197		+10,813 -4,769 -818 +25.055		
Demand deposits	340,907 185,340 34,629	+ 734 - 727 + 11,385 + 12,593	+25,055 +9,295 -786 +19,391 +19,298		
Borrowings : From F. R. Bank From Others		+ 12,353	- 699 - 311		

Digitized for FRASER http://fraser.stlouisfed.org/ Federal Reserve Bank of St. Louis Banking Total loans and investments at 22 weekly re-

porting member banks in leading cities of the Sixth District have continued the expansion begun in July. On October 12 they were 17.4 millions of dollars larger than four weeks earlier, and had increased 39 millions since July 6, the lowest point in two years. Of this increase, the larger part has been in holdings of investment securities, which have risen 23.4 millions since July 6, while loans have increased 15.7 millions. In this period of a little more than three months, loans for commercial, industrial and agricultural purposes increased 11.3 millions, Other loans increased about 6 millions, and there were small increases in real estate loans and loans to brokers and dealers in securities, but loans to banks, other security loans and purchased paper declined. In investments, 13.7 millions of the increase was in direct obligations of the United States, 3.6 millions in those guaranteed by the United States, and 6.1 millions in Other Securities. Total loans on October 12 were larger than a year ago by 17.5 millions, and investments were 9.1 millions larger.

Demand deposits-adjusted have continued in recent weeks at a level higher than the averages for previous months; time deposits have declined slightly since mid-September and on October 12 were less than a year earlier, but deposits of correspondent banks were the largest on October 12 in a year and a half.

The statement of the Federal Reserve Bank of Atlanta in recent weeks has shown little fluctation in discounts for member banks. Total reserves of the bank increased about 25.3 millions in the four weeks ended October 12. There has recently been a further increase in Federal Reserve note circulation, and member bank reserve deposits also increased in the first two weeks of October to a higher level than at any time since the April reduction in reserve requirements. Estimates based on the latest available figures of deposits indicate that member bank reserve deposits on October 12, amounting to \$170,268,000, were about 38.3 millions of dollars, or 29 per cent, in excess of legal requirements. Estimated excess reserves averaged nearly 40 millions in August but declined in September to about 31 millions.

Agriculture Favorable weather conditions during September resulted in an increase of 6.2 per cent in the estimated production of cotton in the six states of this District, according to the October 1 report of the

	,Oct. 12 1938	Chang Manth Arra	
	1939	Month Ago	Iear Age
Bills Discounted	\$ 593	+ 12	756
Bills Bought in Open Market			- 79
ndustrial Advances	186	+ 68	+ 30
United States Securities		- 6,675	- 6,469
Total Bills and Securities		- 6,594	7.274
Total Cash Reserves		+25.271	+ 7,301
F. R. Note Circulation		+ 5,490	-22,887
Member Bank Reserve Deposits		+11.709	6,397
J. S. Treasurer-General Account		36	+31,145
Total Deposits		+13.871	+ 25.738
Commitments to Make Industrial			,,
Advances	175	3	135

DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars)

(In Thousands of Dollars)						
	Sept 1938	Aug. 1938	Sept. 1937			
ALABAMA Birmingham\$ Dothan Mobile Montgomery.	75,612 3,704 38,786 22,340	\$ 71,155 2,782 33,488 16,868	\$ 88,315 4,064 42,567 23,468			
FLORIDA Jacksonville. Miami. Pensacola. Tampa. GEORGIA	60,974 31,368 7,599 22,911	62,261 31,963 8,690 23,0 97	67,260 27,618 9,016 25,085			
Albany Albany Atlanta Brunswick Columbus Eiberton Macon Newnan Savannah Valdosta	4,954 182,783 15,751 2,237 12,915 1,051 14,116 1,643 28,859 4,670	3,936 184,451 14,336 2,287 11,785 880 12,268 1,409 26,610 10,100	4,807 170,114 18,269 3,032 15,600 1,229 16,124 1,947 34,804 4,293			
LOUISIANA New Orleans MISSISSIPPI	227,056	220,638	249,377			
MISSISSIPPI Hattiesburg. Jackson Meridian Vicksburg TENNESSEE	4,904 34,690 10,657 7,298	3,904 25,126 8,109 5,323	5,436 25,959 11,031 8,463			
Chattanooga. Knoxville Nashville.	40,821 27,712 80,709	37,771 26,740 72,159	41,451 29,669 81,027			
TOTAL 26 Cities *Miami figures include debits for with August.	956,760 3 additional	\$ 911,929 reporting banks,	\$1,010,025 beginning			

United States Department of Agriculture, compared with the estimate a month earlier, and the estimates for hay increased 2.9 per cent and those of peanuts 5.7 per cent. Estimated production of corn, pecans, potatoes, tobacco, apples, pears and grapes declined in September. While the estimates for most crops in these states indicate increases over 1937, production of wheat was 15 per cent smaller, and other estimates show decreases of 36.1 per cent in cotton, 24.6 per cent in pecans, 40.6 per cent in apples and 23.5 per cent in grapes. In Louisiana rice production is expected to be about 3 per cent larger than last year, and sugar cane increased 22 per cent. The October 1 condition of sugar cane was somewhat higher than a year ago, and the estimated production of sugar is 513,000 tons, an increase of 27.3 per cent over the 1937 production of 403,000 tons.

The first estimate of Florida citrus fruits for the 1938-39 season indicates a total crop of 50.5 million boxes. Of this total, 29.5 million boxes are oranges, an increase of 2.8 million boxes, or 10.5 per cent, over production in the 1937-38 season, and 21 million boxes are grapefruit, an increase of 6.4 million boxes, or 43.8 per cent, over the 14.6 million boxes produced last season. The season is unusual, with a rather early crop from the normal bloom and a late crop of June bloom fruit which is the heaviest in years, and which will probably not begin to move much before March.

Continued dry weather in September checked some of the damage done to cotton in Georgia by the boll weevil, resulting from wet and cool weather in July and early August, but heavy injury to late cotton had already occurred. The estimate for Georgia, which declined 6.5 per cent from August 1 to September 1, was further reduced by 1.4 per cent on October 1. For the six states of the District, however, the combined estimates increased 6.2 per cent. The estimates by states are compared in the table.

Estimated receipts from the sale of principal farm products, including livestock and livestock products, increased substantially in August, with the movement of crops, and

COTTON	1937		
	Oct. 1	Sept. 1	Production
Alabama Florida Georgia Louisiana Mississippi Tennessee		1,025 27 878 647 1,543 473	1,631 40 1,500 1,104 2,692 661
Six States		4,593 11,825	7,628 18,946

was 1.3 per cent larger than in August 1937. For the first eight months of 1938, however, these receipts, together with Government payments, were 12.1 per cent less than in that part of last year. Prices of farm products, according to the index of the Bureau of Labor Statistics, increased 4.6 per cent between August 20, when they were the lowest in about four years, and September 24, but declined 2.2 per cent in the two weeks following.

Industry Increased industrial activity in September was indicated by further increases in the value of construction contracts awarded, in the rate of cotton consumption, and in production of pig iron. Total contract awards in September were 8.1 per cent larger than in August, and 83.6 per cent greater than a year ago when there was a decline of 45 per cent from August to September. Residential contracts declined in September, however, and the increase was in other classes of awards. There were substantial gains over August in the totals for Alabama, Louisiana and Mississippi, and increases over September last year occurred in all of the six states of the District. Value of building permits issued at 20 reporting cities declined 22 per cent, and was 3.0 per cent less than in September last year. Press reports early in October indicated increased buying of lumber by railroads and industrial consumers, and in orders placed by retail yards. Orders booked in the week ended October 8 by lumber mills reporting to the Southern Pine Association were 41 per cent larger than in the corresponding week a year ago.

Cotton mills in Alabama, Georgia and Tennessee consumed an average of 6,981 bales of cotton for each of the $\cdot 25$ business days in September, an increase of 6.7 per cent over the average for August and the largest since September last year but 9.5 per cent less than for that month. Operations at cotton seed oil mills showed a further substantial increase in September with the increased movement of cotton.

Following an increase of 69 per cent from July to August, the daily rate of pig iron production in Alabama increased further in September by 35 per cent. September output was more than twice that in July, and was the largest since last October. Fifteen of the eighteen Alabama furnaces are operating, and press reports indicate a strong demand for steel products. Coal production in Alabama and Tennessee has recently increased but continues less than a year ago. The announcement late in September of an additional Government loan on rosin was followed by considerable strength in rosin quotations, and a slight rise in the price of turpentine, which had in the last week of the month reached the lowest level on record. Electric power production in this District increased 9.6 per cent in August to the highest point in available records, and employment and payrolls increased 3.9 per cent, and 6.0 per cent, respectively, in August.

SIXTH DISTRICT BUSINESS STATISTICS

	S	ALE	S	Jan.	-Sept.,	STO			llec-
Sept. 193 Aug. 193	with			Con v	incl. 1pared vith 1r Ago	wi wi	pared ith	Ro	on itio ept. 938
RETAIL TRADE Atlanta + 16.7 Birmingham + 15.9 Chattanooga + 43.1 Montgomery + 35.4 Nashville + 21.9 New Orleans - 82.4 Other Cities + 24.4 DISTRICT (49 Firms) + 13.3		- 0.0 - 6. - 3.1 - 3.1 - 5. - 7. - 5. - 5.	7 3 5 0 4	+	1.8 9.2 6.6 9.2 6.9 1.2 6.3 4.1		8.8 4.0 6.3 6.7 8.4 9.1 7.5 0.0	22	5.7 8.7 8.1 9.4 9.1 7.6
WHOLESALE TRADE Groceries + 5.3 Dry Goods + 21.4 Hardware + 5.3 Electrical Goods + 33.6 Drugs + 11.4 Furniture + 163.5 Shoes - 24.6 TOTAL + 7.5		-15. - 6. -13. -12. - 8. - 5. -16. -12.	8 1 3 7 6		13.8 10.0 17.2 20.0 3.3 14.0 7.0 11.6	-2 -1 -3 -3	0.2 1.8 0.0 0.3 4.8 	3 4 5 6 2	0.3 6.2 1.2 7.4 8.8 1.0 4.1
	Sept. 1938		Aug. 1938	(0 00	Omitte Sept. 1937	Jα	nSej 938	ot., I	ncl. 9 37
COMMERCIAL FAILURES— DISTRICT Number (Actual) Liabilities\$	54 748	\$	76 780		33 256	\$ 5	510 5,293	\$	264 2,399
CONTRACTS AWARDED— DISTRICT	6,095		25,493 8,863 16,630 2,976 8,902 5,018 4,915 2,063 5,871		15,008 6,541 8,467 1,063 5,634 2,516 3,943 2,027 2,619	58 106 21 51 32 37 20	5,289 3,409 5,880 1,145 1,565 2,192 7,603 0,939 1,639	6 12 2 7 2 5 2	6,942 1,106 5,836 2,998 1,287 3,194 1,136 1,818 8,938
BUILDING PERMITS— 20 CITIES\$ Ailanta Birmingham Jacksonville Nashville New Orleans 15 Other Cities	4,984 342 165 721 313 346 3,097	\$	6,394 367 186 493 1,268 470 3,610	7 } }	5,140 356 313 513 119 422 3,416		3,721 2,794 1,984 7,423 2,459 3,631 5,430		1,086 3,816 2,911 4,079 3,910 3,639 2,731
PIG IRON PRODUCTION-Ton Alabama	ns 196		150)	221	J	l,254		1,930
COAL PRODUCTION—Tons Alabama Tennessee	850 440		840 370		1,102 469	7	7,472 3,058	•	9,104 3,773
	Sept. 1938		Aug. 1938	(000	Omitte Sept. 1937	d) Au 1	ıgS∈ 1938	ept., I	Incl. 937
COTTON CONSUMPTION-Bales					60		110		105

Bales					
Alabama	56	54	60	110	125
Georgia	105	108	116	212	230
Tennessee Total 3 States	14 175	15 177	17 193	29 351	32 387
COTTON SEED CRUSHED- Tons*	237	91	334	328	413
FERTILIZER TAG SALES—Tons Total 6 States	56	22	54	.79	77
*Georgia, Alabama, Louisiana o	ind Miss	issippi.			

(000 Omitted) Aug. 1938 July 1938 Aug. 1937 Jan.-Aug., Incl. 1938 1937
 FARM INCOME*—Six States. \$ 47,522

 Alabama.
 4,992

 Florida.
 5,048

 Georgia.
 22,705

 Louisiana.
 4,320

 Mississippi.
 3,919

 Tennessee
 6,538
\$ 29,087 3,018 2,886 10,908 2,018 2,875 7,382 46,904 5,140 3,923 20,961 5,149 5,057 6,674 \$329,718 39,777 75,694 63,606 37,182 45,884 67,575 \$381,116 48,851 94,139 68,245 43,361 56,113 70,407 \$ ELECTRIC POWER PRODUCTION-kw Hours
 PRODUCTION—kw Hours

 Alabama
 266,751

 Florida
 74,692

 Georgia
 148,600

 Louisiana
 154,893

 Mississippi
 5,952

 Tennessee
 168,962

 Total Six States
 819,850

 By Water Power
 512,264

 By Fuels
 307,586
218,634 74,474 150,674 160,156 8,022 134,577 746,537 319,248 427,289 262,932 74,246 117,953 149,726 5,334 137,947 748,138 460,363 287,775

*Farm income from crops, livestock and livestock products. Figures for Government payments for July and August separately not available. Digitized for TRANSE

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Federal Reserve Bank of St. Louis

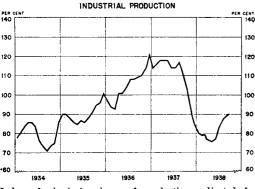
SIXTH DISTRICT BUSINESS INDEXES (1923-1925=100 except as noted)

(1923-1925=100 except	as noted)		
		Aug. 1938	Sept. 1937
RETAIL SALES*—Unadjusted DISTRICT (28 Firms) Atlanta Birmingham Chattanooga Nashville New Orleans	119.7 239.9 105.4 97.6 94.8 94.5	100.0 193.4 87.6 63.2 72.0 95.4	123.8 236.4 112.1 101.5 101.9 100.0
RETAIL SALES*—Adjusted DISTRICT (28 Firms) Atlanta Birmingham Chattanooga Nashville New Orleans	127.3 237.5 108.7 102.7 103.0 102.7	128.2 235.9 109.5 82.1 86.7 122.3	131.7 234.1 115.6 106.8 110.8 108.7
RETAIL STOCKS*—Unadjusted DISTRICT (24 Firms) Atlanta Birmingham Chattanooga Nashville New Orleans	74.0 124.0 73.3 64.5 58.2 62.8	67.1 110.9 68.9 60.9 51.2 56.2	82.2 132.4 82.4 68.9 71.3 69.1
RETAIL STOCKS [•] —Adjusted DISTRICT (24 Firms). Atlanta. Birmingham Chattanooga Nashville New Orleans.	69.8 112.7 71.2 62.0 54.4 59.8	69.2 116.7 72.5 62.8 51.7 57.3	77.5 120.4 80.0 66.3 66.6 65.8
WHOLESALE SALES—Total. Groceries. Dry Goods. Hardware. Furniture. Drugs.	79.0 48.8 93.0 85.1 97.1 107.9	73.2 50.1 76.6 80.5 83.5 96.9	97.7 65.1 101.8 102.6 99.2 124.8
CONTRACTS AWARDED—DISTRICT Residential. All Others. Alabama Florida Georgia. Louisiana. Mississippi Tennessee.	78.5 43.4 101.8 98.1 47.2 68.6 141.7 259.8 61.0	72.6 63.2 78.9 65.1 61.4 75.3 78.2 107.0 105.9	42.8 46.6 40.2 23.2 38.8 37.7 62.7 105.1 47.2
BUILDING PERMITS—20 Cities. Atlanta. Birmingham Jacksonville. Nashville. New Orleans. 15 Other Cities.	44.3 22.1 11.2 87.6 49.4 26.9 56.5	56.8 23.8 12.6 59.9 199.8 36.5 65.9	45.7 23.0 21.1 62.4 18.8 32.8 62.4
PIG IRON PRODUCTION-ALABAMA*	85.6	63.4	96.7
COTTON CONSUMPTION—3 STATES* Alabama Georgia Tennessee	147.2 166.7 139.0 144.0	138.0 150.6 131.6 144.6	162.6 180.3 153.6 172.0
	Aug. 1938	July 1938	Aug. 1937
EMPLOYMENT(Av. for 1932=100) Alabama Florida Georgia Louisiana Mississippi	120.6 90.4 132.5 116.6 101.6	114.1 88.5 127.9 116.0 101.0	151.9 98.0 149.6 129.0 118.0

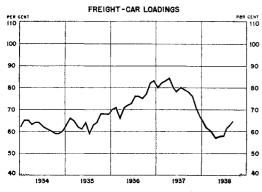
Louisiana Mississippi Tennessee Six States	116.6 101.6 121.5 120.0	116.0 101.0 114.6 115.5	149.8 129.0 118.0 140.5 138.9
PAYROLLS—(Av. for 1932—100) Alabama Florida Georgia Louisiana Mississippi Tennessee Six States	174.3 74.5 163.8 149.1 128.5 155.1 154.5	159.3 73.1 158.3 147.3 125.9 139.5 145.8	241.7 84.5 196.5 159.0 161.9 182.4 185.1
ELECTRIC POWER PRODUCTION* Alabama Florida Georgia Louisiana Mississippi Tennessee Six States By Water Power By Fuels.	333.9 367.2 247.4 581.7 91.9 269.3 320.1 380.5 253.1	329.1 365.1 196.3 562.3 82.3 219.9 292.1 341.9 236.8	273.7 366.2 250.8 601.4 123.9 214.5 291.4 237.1 351.6

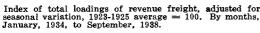
*Indexes of retail sales, electric power and pig iron production and of cotton consumption are on a daily average basis. r = revised.

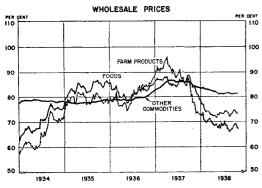


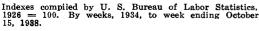


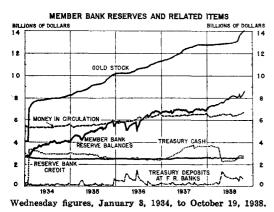
Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to September, 1938.











National Summary of Business Conditions

Prepared by the Board of Governors of the Federal Reserve System

IN September industrial production and employment continued to advance, and there was also an increase in the volume of retail trade. Building activity continued at the increased level reached in August, reflecting a large volume of awards for publicly financed projects.

PRODUCTION

Volume of industrial production increased further in September and the Board's seasonally adjusted index advanced to 90 per cent of the 1923-1925 average as compared with 88 per cent in August. There was a substantial rise in pig iron production and output of steel ingots continued to increase, averaging 45 per cent of capacity. In the first three weeks of October activity at steel mills showed a further increase and was at a rate of about 50 per cent of capacity. Plate glass production continued to advance rapidly in September. Output of lumber and cement was maintained, although at this season activity in these industries usually declines. Automobile production in September remained at about the same low rate as in August. In October, however, output increased rapidly as most manufacturers began the assembly of new model cars. In the nondurable goods industries there were substantial increases in activity at meat-packing establishments, sugar refineries, and tire factories. Output of shoes declined somewhat. Textile production, which had been rising sharply since spring, showed little change in September, although an increase is usual. Activity increased further at silk mills, but at woolen mills there was a decline, and at cotton mills output did not show the usual seasonal rise. At mines, coal production increased considerably in September and there was also an increase in output of copper. Crude petroleum output declined as wells in Texas were shut down on both Saturdays and Sundays, whereas in August only Sunday shutdowns had been in effect.

Value of construction contracts awarded, which had increased considerably in August, showed little change in September, according to figures of the F. W. Dodge Corporation. Awards for private residential building continued at the advanced level prevailing since early summer and contracts for public residential projects were also maintained following a rise in the previous month. Other public projects continued in substantial volume.

Employment

Employment and payrolls increased further between the middle of August and the middle of September, reflecting principally increases at manufacturing concerns. Employment rose sharply at automobile factories and increased moderately in other durable goods industries. At factories producing nondurable goods there was slightly more than the usual seasonal rise in the number employed.

DISTRIBUTION

Distribution of commodities to consumers showed a more than seasonal rise in September. There were increases in sales at department and variety stores and mail order sales increased. Department store sales for the first three weeks of October showed somewhat less than the usual seasonal rise.

Freight car loadings continued to increase in September and the first half of October, reflecting chiefly a further rise in shipments of coal and miscellaneous freight.

COMMODITY PRICES

Prices of a number of industrial raw materials, particularly hides and copper, advanced from the middle of September to the third week of October. Crude oil and gasoline prices, on the other hand, were reduced. Livestock and meat prices showed large seasonal declines in this period. In the first half of October there were sales of many finished steel products at prices below those announced for the fourth quarter, but in the third week of the month it was reported that prices had been restored to former levels.

BANK CREDIT

During the four weeks ended October 19 there were further substantial increases in the gold stock of this country. As a result largely of these gold acquisitions and of net expenditures by the Treasury from its deposits with the Reserve Banks, excess reserves of member banks increased to a total of \$3,270,000,000 on October 19.

Demand deposits at reporting banks in 101 leading cities were also increased by the inward gold movement and on October 19 amounted to \$15,750,000,000, the largest volume ever reported by these banks. Following substantial increases during September, reflecting purchases of new issues of United States Government obligations, total loans and investments at reporting banks showed little change during October.

MONEY RATES AND BOND YIELDS

The average yield on long-term Treasury bonds declined from 2.48 per cent on September 27 to 2.28 on October 21. Yields on Treasury notes and Treasury bills also declined in the period.

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