# MONTHLY REVIEW

## BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

January 31, 1939

**District**Summary

Business activity in the Sixth Federal Reserve District in December continued its previous upward trend. Most of the available figures show increases over November, and the few decreases were smaller than usual.

Retail trade increased more than seasonally. Substantial gains occurred in construction contracts and in building permits, and there was a small increase in pig iron production. Employment and payrolls increased in December more than they did in November or in October, and the index of payrolls was slightly higher than for December 1937. Electric power production in November, the latest available data, was at the highest rate on record. Actually, the rate of cotton consumption and wholesale trade declined in December, but the decreases were approximately half those usually taking place in the month.

The Sixth District seems to have made greater gains from November to December than the country as a whole. Comparing December 1938 with December 1937, however, the trend is not so definite. The year-end comparison shows greater gains than the country for retail trade, employment, and pig iron and electric power production. But in construction contracts, payrolls and cotton consumption the United States showed increases greater than the District. The situation in construction contracts represents a shift from last month when the November to November comparison showed the District leading.

Reversing a six months' upward trend, total loans and investments of reporting member banks in the Sixth District decreased sharply in the first two weeks of January. The decrease in a two weeks' interval amounted to approximately one-fifth of the entire preceding gain from the middle of 1938.

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

Janu	ary 11, 1939	Ch Dec.14		From: Jan. 12, 1938
Loans and Investments—Total\$ Loans—Total	600,993	(	5,149 5,981	+53,109 +19,658
Commercial, industrial and agricultural loans. Open market paper. Loans to brokers and dealers	173,762 2,992	+	144 179	+14,067 951
in securitiesOther loans for purchasing	7,206	+	413	+ 1,408
or carrying securities Real estate loans Loans to banks Other loans Investments—Total U. S. direct obligations Obligations guaranteed by U. S. Other securities Reserve with F. R. Bank Cash in vault Balances with domestic banks Demand deposits—adjusted Time deposits U. S. Government deposits	134,586 348,605 181,463 41,711		581 501 8,389 119 2,229 5,603 1,341 7,173	+ 722 + 710 - 1,036 + 4,737 + 33,451 + 10,138 + 11,502 + 11,811 + 8,837 + 1,265 + 24,844 + 26,595 - 840 + 23,585
Deposits of domestic banks			1,190	+39,274 357 61

Trade Preliminary retail reports in January are showing a slightly lower level than last January. While the year closed with December retail trade 4.5 per cent and wholesale trade 2.6 per cent above December 1937, the gains in the last half of 1938 did not bring either retail or wholesale trade for the whole year to their 1937 figures.

The 1938 retail total in the Sixth District was about 2 per cent less than in 1937 and the wholesale trade total about 10 per cent less. These declines in retail and wholesale trade should be related to a reduction in price levels that, in the case of retailing, appears to have been of greater magnitude than the reduction of retail business and, in the case of wholesaling, was apparently about the same as the reduction in wholesale business. With the exception of 1937, moreover, the index of annual retail sales is the highest since 1920.

Lower prices also bear on the year-end inventory situation. Retail inventories in the District were 5.7 per cent less in dollar value than a year earlier. The reduction in December, which was somewhat greater than usual for the month, offset a preceding somewhat larger than usual increase in November. Wholesale stocks were 8.8 per cent smaller in December than in the same month a year ago.

Business failures declined in December, but for the year were larger, in both number and liabilities, than they had been since 1933.

Banking Total loans and investments at 22 weekly reporting member banks in leading cities of the District increased about 75 millions of dollars in the last half of 1938.

In this period loans rose about 40 millions, and investments about 35 millions. Of the 40 millions increase in loans, by far the larger part was in those for commercial, industrial and agricultural purposes, and "Other" loans, and about two-thirds of the increase in investments was in direct obligations of the United States.

In the first two weeks of January this upward trend was reversed in both loans and investments. Between December 28 and January 11 loans declined about 8 millions, and investments about 6.4 millions, the decline in loans being largely in "Other" loans, and that in investments principally in Government securities.

Demand deposits-adjusted have declined somewhat after reaching on December 14 the highest level on record. Time deposits have tended to decline since September, and on

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

	January 11,	Change	From:	
	1939	Dec.14,1938	Jan. 12, 1938	
Bills discounted	\$ 140	143	921	
Bills bought	19			
Industrial advances		+ l	+ 698	
United States securities	118,403	+13.882	+10.942	
Total bills and securities		+13.740	+10.720	
Total cash reserves		- 1.364	+27.251	
F. R. Note circulation		1.008	8.913	
Member bank reserve deposits		+12.013	+ 7.393	
U. S. Treasurer general account		+ 4.504	+39,367	
Total deposits		+15.233	+48.786	
Commitments to make industrial		, 10,200	, 10,,00	
advanas	156	2	170	

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## DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars)

	(III III)	Bun	יווסק זס פד	urs,		ъ	<b>~</b> 1
ALABAMA	<b>D</b> ec. 1938		Nov. 1938			Percent ( Dec. 1938 Iov.1938 I	From:
Birmingham\$ Dothan Mobile Montgomery	99,999 3,598 44,730 25,868	\$	82,098 3,396 41,292 22,692	\$	99,992 3,673 44,758 24,184	+21.8 + 5.9 + 8.3 +14.0	+ 0.0 2.0 0.1 + 7.0
FLORIDA							
Jacksonville Miami Pensacola Tampa	92,166 52,595 9,416 32,259		68,145 39,286 8,476 26,622		86,543 41,260 9,575 32,335	+35.2 +33.9 +11.1 +21.2	+ 6.5 +27.5 1.7 0.2
GEORGIA							
Albany. Atlanta Augusta Brunswick Columbus Elberton Macon Newnan Savannah Valdosta	6,269 233,031 19,075 2,890 16,779 1,268 17,237 2,154 33,164 4,004		5,073 190,618 15,768 2,284 12,918 1,060 14,627 1,945 26,271 3,598		5,928 229,936 18,682 3,260 15,320 1,299 16,095 2,309 33,655 4,146	+23.6 +22.3 +21.0 +26.5 +29.9 +19.6 +17.8 +10.7 +26.2 +11.3	+ 5.8 + 1.3 + 2.1 -11.3 + 9.5 - 2.4 + 7.1 - 6.7 - 1.5 - 3.4
LOUISIANA—							
New Orleans	248,988		219,150		257,762	+13.6	<b>— 3.4</b>
MISSISSIPPI							
Hattiesburg Jackson Meridian Vicksburg	4,399 29,043 10,975 8,024		4,009 28,567 10,430 8,677		4,686 29,555 9,613 8,905	+ 9.7 + 1.7 + 5.2 - 7.5	- 6.1 - 1.7 +14.2 - 9.9
TENNESSEE-							
Chattanooga Knoxville Nashville	52,635 37,116 103,712		40,883 27,222 82,871		44,877 33,172 88,275	+28.7 +36.3 +25.1	+17.3 +11.9 +17.5
SIXTH DISTRICT							
	1,191,394		987,978	1	,149,795	+20.6	+ 3.6
UNITED STATES-							
141 Cities \$3	9,929,600	\$29	,405,804	\$39	,113,807	+35.8	+ 2.1

January 11 were slightly less than a year earlier. At the time of the mid-December financing, balances maintained with these banks by the United States Treasury were increased; and deposits of correspondent banks were temporarily reduced, but have since been restored.

At the Federal Reserve Bank of Atlanta there was also a temporary reduction in member bank reserve deposits at the middle of December, as funds were used to purchase Government securities, but reserve deposits have subsequently risen to the highest level on record. As a result of the quarterly adjustment of the System's holdings of United States Securities, this bank's investment increased by \$13,882,000 at the beginning of 1939. Member banks have further reduced their borrowings at the Federal Reserve Bank in recent weeks.

Estimates based on latest available figures of deposits indicate that reserve deposits of all member banks in the District on January 11, amounting to \$185,748,000, were approximately 42.8 millions of dollars, or 30 per cent, in excess of legal requirements. An average of estimated excess reserves of about 37 millions in November was followed by a decrease to an average of about 33 millions in December.

Agriculture In November farmers in the six states of this District received approximately 67.8 millions of dollars from the sale of crops, about 15.4 millions from livestock and livestock products, and about 13 millions in benefit payments from the United States Government. Receipts from crops and livestock were 17.6 per cent less than a year earlier, but because of a very large increase in Government payments, total receipts were only 5.0 per cent smaller.

Notwithstanding a reduction of about 2 per cent in the

acreage planted to principal crops, production of most crops in this District was larger than in 1937, with the important exceptions of cotton, wheat, pecans, apples and grapes. The value of 1938 crops produced in Florida was estimated at \$69,748,000, a decline of 13 per cent from 1937; those in Georgia at \$151,630,000, a decrease of 15 per cent; and those in Mississippi at \$155,281,000, smaller by 22 per cent than in 1937.

Fertilizer tag sales declined somewhat in December, but were 41 per cent greater than a year earlier.

Industry Further improvement in industrial activity in the District is indicated in the latest available statistics of building and construction, textile operations, pig iron output, electric power production, and employment and payrolls.

▶ For the year 1938 the total value of construction contracts awarded in the District amounted to 250 million, the largest for any year since 1929, and December recorded the largest volume for any month since November 1933. Building permits in December also increased substantially and the month's total was nearly two and one-half times that for December 1937.

While contracts for residential construction increased 6.2 per cent in December, "Other" awards rose a little more than 70 per cent, and in this group fall most of the publicly financed projects. Residential contracts in December were more than double those a year earlier, and the increase in residential contracts for the entire year 1938 was nearly twice as large percentagewise as the gain in other awards. Increases over November, and over December a year ago, were reported for each state in the District except Tennessee, and the 1938 totals for Alabama, Georgia, Mississippi and Tennessee were larger than for 1937. In 1938, 32.2 per cent of the District total was for residential construction, a larger proportion than in any year since 1928.

- After a rise of approximately 14 per cent in November, the rate of textile activity in the District declined 4.5 per cent in December. This is about half the amount of the usual decrease in December. Except for December 1936, the daily rate of 7,417 bales of cotton per day consumed by mills in Alabama, Georgia, and Tennessee was the highest for December of any other year, and was 32.7 per cent higher than for December 1937.
- The daily average production of 8,106 tons of pig iron in Alabama during December represents a considerable rise from the rate of 2,859 tons in July, and is the largest for any month since January 1929. The increase from November to December was 3.8 per cent. Of the 18 Alabama furnaces, 16 were active on January 1, the same as a month earlier. Press reports indicate an improvement in orders in early January. Total production in Alabama during 1938, amounting to 1,970, 248 tons, was 21.4 per cent less than in 1937, as against a decline of 48.7 per cent for the United States. In 1937 Alabama recorded a gain of 29 per cent over 1936, compared with an increase of 19.6 per cent for the country as a whole.
- In December, for the first time in sixteen months, coal production in Alabama and Tennessee exceeded output in the corresponding month a year earlier.
- The rate of electric power production in the six states of the District increased further in November to a new high level, and was 19 per cent above that for November 1937.

Dec. 1937

193.0 342.5 184.5 141.6 153.2 164.8

113.5 207.6 108.5 90.8 91.7 95.8

64.8 99.6 63.7 53.5 48.6 56.9

72.8 114.5 70.0 60.8 54.0 63.9

70.4 53.9 45.2 73.6 68.6 133.0

58.0 24.2 80.5 80.5 42.3 63.1 62.6 140.0 63.2

25.0 14.0 8.7 43.8 8.7 20.5 32.6

63.4

117.9 137.4 110.3

145.7 123.4 142.9 123.8 112.3 127.8 135.1

215.0 97.9 177.9 150.4 145.5 156.8 171.3

Nov. 1937

277.3 398.8 261.4 511.3 107.7 180.2 279.4 299.8 256.9

		Busin	ess Con	DITIONS	IN THE SIX
SIXTH DISTR		JSINESS : LES	STATISTIC	cs	
	- <del>!</del> - <del>!</del> - <del>!</del> - <del>!</del>	1938 Cor with	npared C with	STOCKS Dec. 1938 Compared with Dec. 1937 + 2.0 - 8.5 - 9.322.1 - 8.2 - 6.6 - 5.6 - 5.7	COLLEC- TION RATIO Dec. 1938 28.5 33.2 33.1 27.8 33.5 35.0 31.7
WHOLESALE TRADE         Groceries       + 1.1         Dry Goods       -25.6         Hardware       - 3.3         Electrical Goods       +31.1         Drugs       + 10.5         Furniture       + 11.8         Shoes       - 49.7         TOTAL       - 4.6	- + + + - +	- 8.3 -22.7 -11.4 -20.4 -14.0 -15.4 - 17.0 - 2.4	12.8 9.6 11.9 2.2 0.8 12.4 3.2 10.8	—13.6 —21.2 — 5.9 —11.2 — 8.8	91.4 55.0 50.9 77.4 66.9  63.2
		,	000 Omitt	od)	
COMMERCIAL FAILURES— DISTRICT Number (Actual) Liabilities\$	Dec. 1938 49 589	Nov. 1938 55 \$ 694	Dec 1937 36	JanDe 1938 668	c., Incl. 1937 386 \$ 3,728
CONTRACTS AWARDED— DISTRICT \$ Residential All Others Alabama Florida Georgia Louisiana Mississippi Tennessee	34,430 7,092 27,338 5,459 11,119 7,000 7,043 6,609 3,196	\$ 22,741 6,676 16,065 3,971 5,873 5,238 4,715 3,223 3,510	3,393 16,951 3,679 6,120 4,200 3,940 2,700	34,560 74,729 5 50,847 0 56,931 0 34,894	\$235,465 73,365 162,100 29,047 86,919 32,946 62,919 28,875 37,284
BUILDING PERMITS  20 CITIES Atlanta Birmingham Jacksonville Nashville New Orleans 15 Other Cities	6,756 179 499 1,472 267 272 4,067	4,633 443 179 501 84 249 3,176	216 129 361 55 264	3,796 2,949 9,990 3,007 4,359	62,297 4,622 3,404 5,399 4,429 4,481 39,962
PIG IRON PRODUCTION—Tor		234	150	1,970	2,506
AlabamaCOAL PRODUCTION—Tons	251	204	150	1,570	2,500
AlabamaTennessee	1,155 469	1,063 424	r 1,151 r 429		12,400 5 <b>,292</b>
		(	000 Omitt		
COTTON CONSUMPTION— Bales	Dec. 1938	Nov. 1938		. AugDe 1938 294	c., Incl. 1937
Alabama	63 117	64 116	47		275 519
Georgia Tennessee. TOTAL THREE STATES	13 193	15 194	11	70	69 863
COTTON SEED CRUSHED—	153	189	252	901	1,291
FERTILIZER TAG SALES—Tons TOTAL SIX STATES *Georgia, Alabama, Louisiana,	129	135 ississippi		2 409	334
FARM INCOME*—Six States. \$ Alabama. Florida. Georgia. Louisiana. Mississippi. Tennessee.	8,280 12,797 24,170 21,579	Oct. 1938 \$122,860 25,291 4,846 20,834 18,462 37,118 16,249	000 Omitto Nov 1937 \$101,141 19,023 9,807 14,508 24,517 20,548 12,738	JanNo 1938	v., Incl. 1937 \$733,633 121,718 115,852 130,328 104,568 145,227 115,940

ELECTRIC POWER PRODUCTION*  Alabama Florida Georgia Louisiana Mississippi Tennessee SIX STATES By Water Power By Fuels		Oct. 193 344. 425. 209. 558. 111. 296. 323. 283.
PAYROLLS (Av. for 1932 = 10) Alabama Florida Georgia Louisiana Mississippi Tennessee SIX STATES	96.2 190.9 152.0 136.1	204. 84. 182. 149. 136. 159. 167.
EMPLOYMENT (Av. for 1932 = 100) Alabama Florida Georgia Louisiana Mississippi Tennessee SIX STATES	121.0 143.5 130.8 112.3	131. 108. 140. 131. 113. 126. 130.
COTTON CONSUMPTION—3 STATES*. Alabama Georgia. Tennessee.		163. 190. 153. 152.
New Orleans 15 Other Cities PIG IRON CONSUMPTION—ALABAMA		19. 58. 102.
BUILDING PERMITS—20 Cities Atlanta Birmingham Jacksonville Nashville	11.6 33.6 178.9	41. 28. 12. 60. 13.
CONTRACTS AWARDED—DISTRICT Residential All Others Alabama Florida Georgia Louisiana Mississippi Tennessee	50.5 129.8 119.4 . 76.7 105.0 . 112.0 . 342.8	64. 47. 76. 86. 40. 78. 75. 167.
WHOLESALE SALES—Total Groceries Dry Goods Hardware Furniture Drugs	50.4 55.5 86.6 69.5	75. 49. 74. 89. 62. 103.
RETAIL STOCKS—Adjusted DISTRICT (24 Firms) Atlanta Birmingham Chattanooga Nashville New Orleans	55.9 55.2 49.6	72. 124. 71. 58. 58. 60.
RETAIL STOCKS—Unadjusted DISTRICT (24 Firms) Atlanta Birmingham Chattanooga Nashville New Orleans		80. 140. 80. 64. 65.
Atlania Birmingham Chattanooga Nashville New Orleans	1126	213. 107. 84. 85. 93.

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

Dec. 1938

Nov. 1938

126.3 228.0 120.6 93.6 97.4

111.4

RETAIL SALES\*—Unadjusted

DISTRICT (28 Firms)

214,369 2,769,211 2,541,991
78,466 915,756 833,024
151,949 1,358,099 1,585,693
131,745 1,491,303 1,536,692
6,740 67,139 70,624
109,431 1,552,828 1,279,017
692,700 8,154,367
390,616 4,496,561 4,280,762
302,084 3,657,775 3,566,279

275,180 86,417 125,713 148,682 7,194 185,930 829,116 382,142 446,974

ELECTRIC POWER

PRODUCTION-kw hours

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PRODUCTION—kw hours

 Alabama.
 262.442

 Florida.
 91,613

 Georgia.
 131,946

 Louisiana.
 142,223

 Mississippi.
 6,332

 Tennessee.
 189,815

 TOTAL SIX STATES.
 824,371

 By Water Power.
 402,895

 By Fuels.
 421,476
 \*Includes Government payments. r = revised.

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#### NATIONAL SUMMARY OF BUSINESS CONDITIONS

Prepared by the Board of Governors of the Federal Reserve System

VOLUME of industrial production declined seasonally in December and showed little change in the first three weeks of January, when an increase is usual. Wholesale commodity prices were steady. Employment and payrolls increased further in December, and retail sales showed more than the usual seasonal rise.

#### **Production**

In December volume of industrial production declined by about the usual seasonal amount and the Board's adjusted index was at 104 per cent of the 1923-1925 average, about the level reached in November following an exceptionally rapid advance after the middle of the year. Changes in output in most lines in December were largely seasonal. In the steel industry, however, production showed a greater than seasonal decline, and averaged 54 per cent of capacity in December as compared with 61 per cent in November. Lumber production showed little change from November to December, although usually there is a decline, and at textile mills and shoe factories activity declined less than seasonally. At meat packing establishments there was a reduction in output.

Automobile production increased somewhat further in December. In the fourth quarter of 1938 production and sales of the new model cars were in about the same volume as in 1937—dealer's stocks of new cars increased seasonally in this period but at the year end were much below the high level of a year earlier.

Value of construction contract awards increased considerably from November to December, according to F. W. Dodge Corporation figures for 37 Eastern states. The increase reflected principally a further rise in contracts awarded for Public Works Administration projects, which accounted for most of the sharp increase in awards that occurred in the last half of 1938. Contracts for private residential building decreased less than seasonally in December, while other private construction showed little change and remained at a low level.

### **Employment**

Employment and payrolls rose further between the middle of November and the middle of December. In most manufacturing lines the number employed continued to increase, when allowance is made for the usual seasonal changes, and in the automobile and machinery industries the rise was considerable. Employment and payrolls in trade increased more than is usual in the holiday season and in the construction industry employment showed much less than the usual seasonal decline.

#### **Distribution**

Distribution of commodities increased more than seasonally in December. Sales at department stores showed the usual sharp expansion prior to Christmas and sales at variety stores and mail order sales showed a more than seasonal rise.

Freight-car loadings declined seasonally from November to December, reflecting largely the customary decrease at this time of year in shipments of miscellaneous freight.

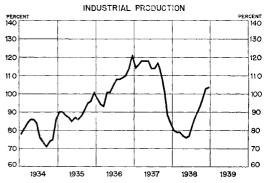
#### Bank Credit

As the result of the post-holiday return of money from circulation, together with Treasury disbursements from its balances with the reserve banks, and gold imports, excess reserves of member banks increased nearly \$600,000,000 in the four weeks ending January 18 to a new high level of \$3,560,000,000. A large part of the increase occurred at New York City banks.

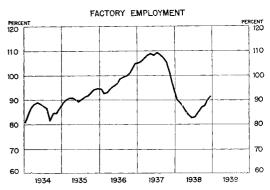
Total loans and investments of reporting member banks in 101 leading cities, which increased substantially in the first three weeks of December, declined in the following four weeks. There was some decline in loans and a reduction in holdings of United States Government obligations, reflecting in part distribution to the public of new securities purchased by banks in December but increased in January.

#### Money Rates and Bond Yields

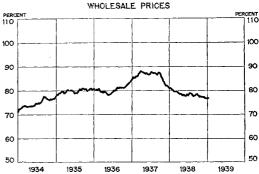
Average yields on United States Government securities declined slightly in December and the first three weeks of January. For three consecutive weeks the entire new issue of 91-day Treasury bills sold on or slightly above a no-yield basis. Commercial paper rates declined slightly in January while other open-market money rates continued unchanged.



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



Index of number employed, adjusted for seasonal variation, 1923-1925 average == 100. By months, January, 1934, to December, 1938.



Index compiled by U. S. Bureau of Labor Statistics. 1926 == 100. By weeks, 1934, to week ending January 14. 1939.



Wednesday figures of estimated excess reserves for all member banks and for selected New York City banks, January 3, 1934, to January 18, 1939.