MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

May 31, 1939

Business and industrial activity in the Sixth Federal Reserve District declined somewhat in April but continued well above the corresponding period of last year. The daily rate of department store sales increased less than usual and the seasonally adjusted index declined, but was still the highest for April of any recent year. Wholesale trade declined more than usual. Residential building increased but other construction declined, and textile operations, iron and steel production and coal output were lower.

The April increase of 14.0 per cent in residential contracts in this District compares with a decrease of 8.6 per cent for the 37 Eastern States, but the April changes in department store sales, total construction contract awards, textile operations and iron and steel activity in this District were less favorable than for the country as a whole.

Comparing April this year with that month in 1938 the gains in department store sales and textile operations in this District were larger than for the country, but other series compare less favorably. The District increase of 20.1 per cent in electric power production in March, over March last year, compares with a national average gain of 11.1 per cent.

Trade The rate of merchandise distribution through reporting department stores increased in April by considerably less than the seasonal amount, and wholesale trade declined more than usual. Business failures increased and were larger than in April last year.

April sales by reporting department stores in this District actually declined from March, but because April was shorter by two business days than March, the daily rate increased. The rise was, however, less than usually occurs and the index of daily average sales, after seasonal adjustment, declined 8.0 per cent from March. At 114.6 per cent of the 1923-1925 average, however, it was higher than for April of any other year since 1920. April sales reported to the

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

May 17, 1939	Change From: Apr.12,1939 May 18,1938
Loans and Investments—Total. \$605,588 Loans—Total. 308,126	+ 1,891 +50,573 490 +24,471
Commercial, industrial and agricultural loans	$\begin{array}{cccc} +10,563 & +31,723 \\ -& 41 & -& 362 \end{array}$
Loans to brokers and dealers in securities 5,994 Other loans for purchasing	+ 63 1,088
or carrying securities 12,164 Real estate loans 29,976 Loans to banks 993	- 1,104 - 3,209 + 1,652 + 2,182
Other loans 74,047 Investments—Total 297,462	$ \begin{array}{ccccc} + & 92 & -2,638 \\ -11,715 & -2,137 \\ + & 2,381 & +26,102 \end{array} $
U. S. direct obligations	285 4,256 + 579 +20,539 + 2,087 + 9,819
Reserve with F. R. Bank 111,164 Cash in vault 11,555 Balances with domestic banks 175,056	$\begin{array}{cccc} & -6,422 & +17,101 \\ & -1,383 & +259 \end{array}$
Demand deposits-adjusted	+ 533 +43,919 - 4,600 + 40,727 + 2,535 + 6,027
U. S. Government deposits. 39,105 Deposits of domestic banks. 255,434 Borrowings.	+ 323 + 16,085 - 4,202 + 55,003 70

United States Department of Commerce by 157 wholesale firms in this District declined 11.0 per cent from March, but were 2.6 per cent larger than a year earlier. The April decline, which was larger than usual, followed an increase in March that was also larger than usually occurs at that time. The wholesale price index of the Bureau of Labor Statistics averaged slightly lower in April and was 3.2 per cent below that for April, 1938.

- ▶ April inventories at department stores were slightly larger than a month, or a year, earlier, while at wholesale firms they were slightly smaller.
- ▶ The collection ratio for reporting department stores declined from 32.1 per cent for March to 30.5 per cent for April, while that for wholesale firms rose from 57.6 per cent for March to 60.0 per cent for April.

Banking At weekly reporting member banks in the Sixth District demand deposits-adjusted in recent weeks have averaged slightly below the successive peaks reached on April 12 and April 26, and interbank deposits have been somewhat less than in early April, but time deposits have increased further. Total loans and investments at these banks have averaged somewhat higher for the first three weeks of May than they have been since early January, and on May 17 were 50.6 millions of dollars greater than at the same time last year. Loans have not changed materially in recent weeks, but investments are higher than for most weekly report dates in the past two years. The increase in investments continues to be due to larger holdings of securities guaranteed by the United States and of Other Securities, offset in part by decreases in holdings of direct obligations of the United States. Loans on May 17 were 24.5 millions larger than a year earlier, while investments were 26.1 millions greater.

▶ Following a new high of 371.4 millions of dollars on April 12, demand deposits adjusted increased to 373.3 millions, another new high, on April 26, but have averaged slightly less in the first three weeks of May, although 40.7 millions greater than at the corresponding time a year ago. Time deposits, however, have increased and on May 17 were at the highest level recorded since the spring of 1933. Interbank deposits increased about 26 millions of

CONDITION	OF	FEDERAL	RESERVE	BANK	OF	ATLANTA			
(In Thousands of Dollars)									
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	Ma	y 17,	C	e From :		
		1939	Apr.12,	1939	May 18,1938	,
Bills discounted		77	+	21	616	
Bills bought		19				
Industrial advances		797	-	21	+ 726	
United States securities	11	6,422			+ 5,006	
Total bills and securities	11	7.317	4	1	+ 5,118	
Total cash reserves	28	9.175	8	.746	+39.488	
F. R. note circulation			+ 1	,398	+ 4,510	
Member bank reserve account	18	5.162	10	.243	+24.910	ı
U. S. Treasurer general account			+ 2	630	+ 6,810	ſ
Total deposits			<u>-</u> 10		+41,399	
Commitments to make industrial						
advances		150		1	 28	

DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars)								
ALABAMA	April 1939		March 1939		April 1938		t Change 939 from : Apr. 1938	
Birmingham\$ Dothan Mobile Montgomery	81,584 2,966 32,535 20,470	\$	88,674 3,393 35,295 20,818	\$	75,629 2,775 35,472 19,037	8.0 12.6 7.8 1.7	+ 7.9 + 6.9 - 8.3 + 7.5	
FLORIDA—								
Jacksonville Miami Pensacola Tampa	73,391 51,248 8,621 28,175		83,933 63,589 8,413 30,418		72,928 47,163 8,171 27,350	12.8 19.4 + 2.5 7.4	+ 0.6 + 8.7 + 5.5 + 3.0	
GEORGIA								
Albany Atlanta Augusta Brunswick Columbus Elberton Macon Newnan Savannah Valdosta LOUISIANA— New Orleans	4,252 186,605 17,244 2,708 12,850 1,149 13,617 1,734 26,118 3,440		5,376 201,079 16,563 2,691 13,501 1,120 14,368 1,868 27,747 3,864		4,487 185,821 15,157 2,703 11,876 1,102 12,477 1,340 26,743 3,495	-20.9 - 7.7 + 4.1 + 0.6 - 4.8 + 2.6 - 5.2 - 7.2 - 11.0 - 17.9	- 5.2 - 0.1 + 13.8 + 0.2 + 8.2 + 4.3 + 9.1 + 29.4 - 1.6 + 0.9	
MISSISSIPPI—	131,044		200,000		103,030	17.5	+ 0.9	
Hattiesburg	4,724 24,714 10,749 6,721		5,448 27,209 11,166 7,687		4,223 25,373 9,094 6,967	13.3 9.2 3.7 12.6	$^{+11.9}_{-2.6}$ $^{+18.2}_{-3.5}$	
TENNESSEE-								
Chattanooga Knoxville Nashville	41,595 27,443 73,290		44,552 30,804 80,984		36,373 26,176 72,922	— 6.6 —10.9 — 9.5	+ 14.4 + 4.8 + 0.5	
SIXTH DISTRICT—								
26 Cities\$	948,487	\$:	1,063,898	\$	916,523	-10.9	+ 3.5	
UNITED STATES— 141 Cities\$30	,143,411	\$34	1,485,799	\$3	1,169,092	—12.6	— 3 .3	

dollars between early January and April 5, but have since that time declined slightly.

- At the Federal Reserve Bank of Atlanta member bank reserve deposits have declined somewhat from the record total reported on April 12. Total deposits, and total cash reserves, have also declined. Federal Reserve note circulation of this bank's issue has recently increased slightly, and discounts for member banks have continued in small volume.
- ▶ Estimates based on latest available figures of deposits for all member banks in this District indicate that reserve deposits on May 17, amounting to 185.2 millions of dollars, were about 41.4 millions, or 28.8 per cent, in excess of legal requirements. In the latter half of April estimated excess reserves averaged 45.4 millions, or 31.7 per cent, of legal requirements.
- ▶ Check transactions at 26 cities in the District declined 10.9 per cent from March to April, but were 3.5 per cent larger than a year ago, which compares with a decline of 3.3 per cent for 141 cities located throughout the country.

Agriculture

Total farm income in the six states of this
District in the first quarter of 1939 was
14 per cent smaller than in that part of 1938. Receipts from
crop marketings were down 42.3 per cent, but income from
livestock and livestock products was 4.5 per cent larger.
Combined receipts from crops and livestock were 28.9 per
cent smaller, but this was partly offset by a large increase
in Government benefit payments. For March total receipts
increased 21.0 per cent over February.

▶ Prospective production of peaches in the 10 Southern peach states, on the basis of the May 1 condition, was 16,191,000

bushels, compared with 16,070,000 bushels produced last year. In the Sixth District, Georgia and Florida production is expected to be smaller than in 1938, but increases are indicated in Alabama, Louisiana and Mississippi. In Georgia curculio infestation is extensive and dropping of fruit heavier than usual, and Florida peaches were injured by winter cold. The estimate of Florida oranges from the 1938 bloom was increased one million boxes from April 1 to May 1, to 30.9 million. The estimate of grapefruit continues at 21 million boxes. Potato prospects in northern Florida have been reduced because of poor growing weather, and in Louisiana by damaging frosts earlier in the season, but good progress is reported in Georgia, Alabama and Mississippi.

Industry There were further gains in April in contracts awarded for residential construction in the Sixth District, and in building permits issued at twenty reporting cities. Other classes of construction contracts declined, however, textile operations were lower, and output of pig iron and of coal declined.

- The value of residential contracts awarded in April was 14.0 per cent larger than for March and the largest for any month in eleven years. The April total included a housing project in New Orleans amounting to about two and one-half millions of dollars. Other awards declined 38.0 per cent from March, however, and the April total for the District was down 20.0 per cent, although 38.0 per cent larger than for April last year. In the first four months of 1939 total awards in the District have amounted to 89.7 millions of dollars, a gain of 66.1 per cent over the corresponding period last year, which compares with an increase of 45.1 per cent for the 37 Eastern States.
- ▶ A decline in textile operations is reflected in a reduction of 6.9 per cent in the daily rate of cotton consumed in Georgia, Alabama and Tennessee to the lowest level since October. The increase of 48.0 per cent over April last year in this District compares with a gain of 38.0 per cent for the country. For the current cotton year, August through April, consumption in this District has been 19.3 per cent larger than in that part of the previous season.
- ▶ Steel mill activity in the Birmingham area declined further in April and early May, although there was a slight rise in the second week of May to 46.5 per cent of capacity. The rate of pig iron output in Alabama declined further in April by 15.0 per cent, but was 21.0 per cent above that of April last year. In the United States, the daily rate declined 11.3 per cent in April and was 49.4 per cent higher than a year ago. Coal production declined substantially in April, in the United States as a whole and in Alabama and Tennessee, because of the strike.
- The daily rate of electric power production in the District increased 2.4 per cent in March, the latest month for which figures are available, and was 20.1 per cent greater than in March, 1938. In the United States the rate declined 1.1 per cent in March and was 11.1 per cent greater than a year ago.
- Departions at southern pine lumber mills in April and early May were at a level considerably higher than at the same time last year.

SIXTH DISTRICT BUSINESS STATISTICS				SIXTH DISTRICT BUSINESS INDEXES (1923-1925—100 except as noted)		
######################################	April 1939 Conpared With Apr. 1938 York 4.6 + 4.3 - 1.1	anApr. Incl. Ap mpared Com With ear Ago Ap + 9.7 + 6.3	r. 1939 apared With	TION RATIO Apr. 1939 25.3 34.6	RETAIL SALES*—Unadjusted Apr. 1939 Mar. 1939 DISTRICT (27 Firms) 119.2 115.2 Atlanta 206.8 211.8 Birmingham 108.0 103.4 Chattenooga 83.3 86.6 Nashville 106.1 108.6 New Orleans 103.1 91.9	Apr. 1938 110.0 187.9 100.7 80.9 83.7 97.1
Montgomery	+ 4.9 + 3.8 + 2.1 0.4 + 2.2	+ 6.7 + 2.2	+ 9.8 0.5 + 0.8 + 0.3	27.5 32.0 34.8 30.5	RETAIL SALES*—Adjusted DISTRICT (27 Firms) 114.6 124.5 Atlanta 193.3 225.3 Birmingham 108.0 107.7 Chattanooga 82.5 96.2 Nashville 104.0 119.3 New Orleans 97.3 101.0	104.8 174.0 99.7 79.3 81.3 90.7
Groceries -11.0 Dry Goods -20.2 Hardware -5.7 Electrical Goods +10.1 Drugs -15.5 Shoes -28.5 TOTAL -11.0	- 3.2 0.0 + 14.0 + 4.1 + 14.1 - 16.9 + 2.6	+ 4.2 + 18.2 + 9.2 + 14.1 - 0.7	- 8.1 + 4.4 + 0.6 - 9.0 - 1.3	83.1 39.4 50.2 78.9 64.2 26.7 60.0	RETAIL STOCES—Unadjusted DISTRICT (24 Firms) 73.8 72.8 Atlanta 123.4 123.4 Birmingham 72.1 69.9 Chattanooga 63.5 61.7 Nashville 60.9 57.4 New Orleans 62.9 62.1	72.8 113.4 74.2 65.1 55.5 63.3
0010100111	(1	000 Omitted)			RETAIL STOCES—Adjusted	
COMMERCIAL FAILURES— DISTRICT Number	April March 1939 1939 66 47 948 \$ 377	April 1938 46 \$ 785 \$		1938 252 \$ 3,172	DISTRICT (24 Firms) 70.3 70.7	69.3 108.0 70.7 62.0 53.4 60.9
DISTRICT. \$ Residential. All Others. Alabama Florida Georgia. Louisiana Mississippi Tennessee.	22,146 \$ 27,742 10,935 9,604 11,211 18,138 2,222 4,418 7,802 9,085 4,003 6,831 7,375 4,656 1,992 2,700 2,568 3,839	7,509 8,571 1,225 5,636 2,812 4,431 1,661	89,709 33,416 56,293 11,869 27,069 20,586 20,687 12,781 13,417	\$ 54,082 21,660 32,422 7,295 17,543 9,454 13,115 4,493 13,037	WHOLESALE SALES—Total 64.4 72.4 Groceries 48.9 54.9 Dry Goods 49.9 62.5 Hardware 91.0 96.5 Furniture 98.4 116.4	66.3 49.3 50.2 73.5 60.3 101.7
BUILDING PERMITS 20 CITIES \$ Atlanta \$ Birmingham Jacksonville Nashville New Orleans 15 Other Cities	6,811 \$ 5,564 487 438 343 303 1,021 523 1,037 371 266 436 3,657 3,494	\$ 5,049 \$ 298 139 915 88 260	20,884 1,594 992 2,381 1,626 1,522 12,770	\$ 18,127 1,200 918 4,548 490 1,630 9,341	CONTRACTS AWARDED—DISTRICT 63.1 79.0 Residential 77.9 68.4 All Others 53.2 86.1 Alabama 48.6 96.6 Florida 53.8 62.6 Georgia 60.1 102.5 Louisiana 117.3 74.0 Mississippi 103.3 140.0 Tennessee 46.3 69.2	45.8 53.5 40.7 26.8 38.9 42.2 70.5 86.1 53.9
PIG IRON PRODUCTION—Ton		150	007	614		
Alabama	191 232 1,213 468	863 306	897	3,763 1,330	BUILDING PERMITS—20 Cities 60.5 49.5 Atlanta 31.4 28.3 Birmingham 23.2 20.4 Iacksonville 124.1 63.6 Nashville 163.5 58.5 New Orleans 20.7 33.9 15 Other Cities 66.7 63.8	44.9 19.2 9.4 111.2 13.9 20.2 61.1
COTTON CONSUMPTION—	April March	Omitted)	A A.	or Incl	PIG IRON PRODUCTION—ALABAMA* 83.4 98.2	69.0
Bales Alabama Georgia Tennessee TOTAL THREE STATES	1939 1939 58 70 112 127 14 16 184 213	April 1938 19 46 73 10 129	744 544 1,017 129 1,690	or., Incl. 1937-38 458 842 117 1,417	COTTON CONSUMPTION—3 STATES 155.2 166.7 Alcabama 173.4 195.0 Georgia 148.3 155.3 Tennessee 146.9 157.5	104.9 133.8 92.3 104.1
COTTON SEED CRUSHED— Tons* FERTILIZER TAG SALES—Tons TOTAL SIX STATES *Georgia, Alabama, Louisiana,	105 134 606 710 and Mississippi.	148 522	1,371 1,909	2,098 2,129	EMPLOYMENT (Av. for 1932 = 100) 124.3 132.5 Alabama 116.3 118.1 Georgia 142.5 141.9 Louisiana 127.8 125.2 Mississippi 111.2 112.8	129.0 117.0 132.2 120.0 103.0
		00 Omitted)			Mississippi 111.2 112.8 Tennessee 127.3 127.6 SIX STATES 130.1 131.5	117.8 124.5
FARM INCOME*—Six States.\$ Alabama. Florida. Georgia. Louisiana. Mississippi. Tennessee.	March Feb. 1939 1939 51,759 \$42,715 6,095 3,404 15,577 11,931	March 1938 \$ 52,908 \$1: 7,209 15,378	1939	1938 \$161,168 \$161,168 20,008 40,684 17,363 17,868 29,253 35,992	PAYROLLS (Av. for 1932 = 100) Alcabama 184.5 204.6 Florida 94.0 96.5 Georgia 181.4 182.5 Louisiana 145.7 143.4 Mississippi 137.9 138.7 Tennessee 159.3 161.6 SIX STATES 165.8 170.0	183.3 92.4 153.6 147.8 124.6 140.3 153.2
PRODUCTION—kw hours Alabama 2 Florida 2 Georgia 1 Louisiana 1 Mississippi Tennessee 1 TOTAL SIX STATES 8 By Water Power 5 By Fuels 2 *Includes Government payments	79,011 244,384r 88,804 90,675 54,208 137,500r 31,536 124,261 4,578 3,871 87,812 154,278r 55,949 754,969r 70,985 469,025 34,964 285,944r	248,303 8: 92,070 2: 129,535 4: 119,254 4: 6,011 117,792 5: 712,965 2,44 379,519 1.44	27,374 89,814 15,563 04,928 14,141 15,841	698,289 271,553 360,034 344,096 18,827 352,196	Alabama 349.2 338.7r	310.8 452.7 215.6 447.8 92.8 187.7 278.3 281.9 274.4

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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 sharply in April reflecting chiefly shutdowns at bituminous coal mines and reduction in activity at textile mills. Retail purchases by consumers were maintained.

Production

In April the Board's seasonally adjusted index of output at factories and mines was at 92.0 per cent of the 1923-1925 average, compared with 98 in March and 77 a year ago.

In the steel industry production declined in April and the first three weeks of May but in the fourth week ingot output increased to $48\frac{1}{2}$ per cent of capacity, about the rate prevailing a month earlier. Around the middle of May substantial concessions were made in prices of some types of steel and it is reported that a considerable volume of orders for steel was placed during this period.

Automobile production in April was at about the same rate as in March, although usually there is some increase, and in May output declined owing in part to the fact that stocks of new cars were larger than is usual at this time of the year. Plate glass production decreased sharply in April following smaller declines earlier in the year.

In the lumber industry output increased somewhat in April, while cement production, which had risen sharply in February and March, showed less than the usual increase.

Textile production declined sharply in April, particularly at woolen mills, where output had been at a high level, and in the silk goods industry where further curtailment reflected in part recent high prices for raw silk. Output of shoes showed a decrease from the high level maintained during the first quarter of this year. At flour mills and sugar refineries activity increased further, while in most other nondurable goods lines changes in output were largely seasonal in character.

Bituminous coal production was in small volume during April and the first half of May as most mines were closed pending settlement of contract negotiations between mine operators and workers. After the middle of May agreements were reached at most mines and output began to increase rapidly. Production of anthracite, which had been reduced in March, increased sharply in April and crude petroleum production rose further. In the first half of May anthracite production was maintained but petroleum output declined somewhat.

Value of construction contracts awarded, according to the F. W. Dodge Corporation, was larger in April than in March, owing chifly to a rise in awards for public projects. Contracts for private construction showed little change in the aggregate as private residential contracts declined, contrary to seasonal tendency, while contracts for commercial, factory, and other private construction increased. In the first half of May awards for private work increased somewhat while the volume of public contracts declined.

Employment

Employment in nonagricultural pursuits declined somewhat from the middle of March to the middle of April reflecting a sharp drop at bituminous coal mines offset in part by seasonal increases in construction and trade. At factories the number employed showed little change while payrolls declined considerably because of fewer hours of work.

Distribution

In April distribution of commodities to consumers showed about the usual seasonal increase. The Board's adjusted index of department store sales remained at 88.0 per cent of the 1923-1925 average, about the level that has prevailed since last autumn.

Railroad freight-car loadings declined sharply owing mainly to a reduction in shipments of coal. Loadings of miscellaneous freight showed less than the usual seasonal rise.

Commodity Prices

Prices of grains and cotton advanced from the middle of April to the third week of May and there were also increases in prices of silk, hides, and bituminous coal. Prices of copper and steel scrap, on the other hand, were reduced, and substantial concessions were granted in prices of several leading steel products.

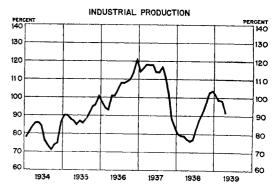
Bank Credit

Total loans and investments at reporting member banks in 101 leading cities, which had increased in April, declined during the first half of May. The decline was at New York City banks and reflected a reduction in loans to security brokers and dealers and redemption of obligations of New York State and City Governments. After increasing substantially in April, demand deposits at banks in leading cities showed little change in the first half of May. Bank reserves increased further in May to a new high level.

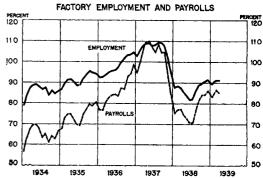
Money Rates

Prices of United States Government bonds and notes increased sharply during the last half of April and the first three weeks of May to new high levels. The average yield on long-term Treasury bonds declined from 2.34 per cent on April 11 to 2.13 per cent on May 22. Other money rates showed little change.

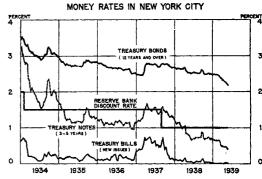
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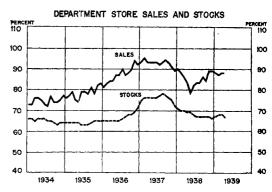
Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to April, 1939.



Indexes of number employed and payrolls, without adjustment for seasonal variation. 1923-1925 average = 100. By months, January, 1934, to April, 1939. Indexes compiled by U. S. Bureau of Labor Statistics.



For weeks ending January 6, 1934, to May 20, 1939.



Indexes of value of sales and stocks, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to April, 1939.

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