MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

June 30, 1939

Summary

of industrial activity, in May is indicated in available Sixth District statistics. After allowance for seasonal influences department store sales and wholesale trade increased over April. Construction contracts awarded in May increased, and residential contracts were the largest for any month in more than ten years. Textile operations rose slightly over April. Pig iron production in Alabama declined further, but steel mill activity increased after the first week in May, and rose further in the first half of June.

The May increase of 34.2 per cent over April in total contract awards in the District compares with a decrease of 6.5 per cent for the 37 Eastern States, residential awards increased 40.1 per cent in the District against 17.0 per cent for the country, and other contracts rose 28.5 per cent in the District but declined 19.0 per cent in the 37 Eastern States. Cotton consumption increased 1.3 per cent in the District but for the country remained at the April level. The seasonally adjusted index of department store sales in the District rose 1.6 per cent in May, as against a decrease of 3.4 per cent for the country.

In comparison with May 1938, the District gains in construction awards, textile activity and department store sales were larger than those for the country, but the increase in pig iron production was smaller. April production of electric power in the District showed an increase over April last year twice as large as that for the country as a whole.

Trade Merchandise distribution through reporting department stores in the Sixth District increased in May, after allowance is made for seasonal influences. Wholesale trade increased, contrary to the usual trend, and business failures declined in both number and liabilities.

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

(120 0 120 120 120 120 120 120 120 120 12								
	June 14,	Change From:						
	1939	Marri	7 1030	June 15,	1020			
Loans and Investments—Total	\$602,35 3		3,235	+52	2,723			
Loans-Total	308.176	+	50	+27	7.378			
Commercial, industrial and	,	•		,	,			
agricultural loans	179 221		3,114	+31	1,564			
Open market paper	2,890		273		226			
Loans to brokers and dealers	. 2,000	•	2.0					
in securities	6,894	+	900	+	62			
Other loans for purchasing	0,004	,	500	1	02			
or carrying securities	12,412		248		2,618			
Real estate loans		+	463		2,717			
Loans to banks		+	37					
Other loans			1,317		3,222			
Investments—Total	294,177		3,285		899 345			
U. S. direct obligations			3,870		1,737			
Obligations guaranteed by U.S	57,308		3,142		3,412			
Other securities	90,887		3,727		670,			
Reserve with F. R. Bank		+	3,830	+24	1,708			
Cash in vault	13,014	+	1,459	+ 2	2.783			
Balances with domestic banks	178,918	+	3,862	+46	265			
Demand deposits-adjusted	379,287	+1	12,512	÷55	958			
Time deposits			4,362	<u> </u>	3,5 7 8			
U. S. Government deposits	40.014		909	+17	,186			
Deposits of domestic banks	252.062		3,372		497			
Borrowings					160			

- Department store sales actually increased in May, but the daily rate declined slightly because May had two more business days than April. The May decline was smaller than usually occurs, however, and the seasonally adjusted index of daily average sales rose 1.6 per cent. It was 9.8 per cent above the index for May last year and was the highest for the month of May in the series, which goes back to 1919. May sales reported to the United States Department of Commerce by 156 wholesale firms in this District increased 4.6 per cent over April, at a time when there is usually a small decline, and were 14.3 per cent greater than in May last year. For the January-May period department store sales were 7.0 per cent, and wholesale sales 7.9 per cent, larger than in that part of 1938.
- ▶ Inventories at department stores declined 4.8 per cent in May and stocks at reporting wholesale firms were down 3.2 per cent.
- There were small gains in the collection ratios for department stores and for wholesale firms in May.

Banking Demand deposits-adjusted at weekly reporting member banks in leading cities of the Sixth District rose to another all-time high level at the middle of June after declining somewhat from the previous peak on April 26. Total loans and investments at these banks declined somewhat in the first two weeks of June after reaching on May 31 the highest level since the first Wednesday in January. Total loans at these banks have not changed materially since the middle of March, but in the past six months there have been changes in the banks' holdings of investment securities so that at the middle of June holdings of United States direct obligations were nearly 20 millions of dollars less than at the beginning of the year and holdings of securities guaranteed by the United States were about 18 millions larger, and there had been a small rise in holdings of Other Securities.

• On June 14 total loans and investments were 52.7 millions of dollars larger than at the same time last year, 27.4 millions of the increase being in loans and 25.3 millions in investments. The rise in loans was due principally to increases in those for commercial, industrial and agricultural purposes and to a small gain in real estate loans, while the increase in investments was due to larger holdings of obligations guaranteed by the United States and Other Securities

CONDITION OF FEDERAL (In Thousan				ANTA
(III Industri		ne 14,		ge From :
		1939	May17,1939	June 15, 1938
Bills discounted	\$	105	+ 28	957
Bills bought		19 782	``i5	+ 667
United States securities	1	16,422	;	+ 5,006
Total bills and securities Total cash reserves			+ 12 + 6,073	+4,718 $+49,519$
F. R. note circulation	1	47,761	- 2,050	+ 5,254
Member bank reserve account U. S. Treasurer general account			+ 4,603 1,193	
Total deposits	2	59.395	+ 7,868	
			,	
advances		150		26

DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars)							
	May	184	April	11u1	₽) May		t Change 339 from :
ALABAMA—	1939		1939		1938	Apr. 1939	May 1938
Birmingham\$ Dothan Mobile Montgomery	83,933 3,012 37,092 25,145	\$	81,584 2,966 32,535 20,470	\$	75,077 2,669 34,857 18,985	+ 2.9 + 1.6 + 14.0 + 22.8	+11.8 +12.9 + 6.4 +32.4
FLORIDA—							
Jacksonville Miami Pensacola Tampa.	77,575 44,279 8,587 27,974		73,391 51,248 8,621 28,175		69,117 40,044 8,240 26,213	+ 5.7 13.6 0.4 0.7	+12.2 +10.6 + 4.2 + 6.7
GEORGIA—							
Albany Atlanta Augusta Brunswick Columbus Elberton Macon Newnan Savannah Valdosta	4,387 201,031 17,817 2,918 13,714 1,100 14,091 1,886 28,550 4,260		4,252 185,605 17,244 2,708 12,850 1,149 13,617 1,734 26,118 3,440		4,012 179,716 14,479 2,554 12,031 1,065 12,132 1,309 26,124 3,435	+ 3.2 + 8.3 + 7.8 + 6.7 - 4.3 + 8.8 + 9.3 + 23.8	+ 9.3 +11.9 +23.1 +14.3 +14.0 + 3.3 +16.1 +44.1 + 9.3 +24.0
LOUISIANA							
New Orleans	200,499		191,544		190,347	+ 4.7	+ 5.3
MISSISSIPPI— Hattiesburg Jackson Meridian Vicksburg	4,554 24,764 10,240 6,277		4,724 24,714 10,749 6,721		3,861 22,036 8,343 7,361	- 3.6 + 0.2 - 4.7 - 6.6	+17.9 +12.4 +22.7 14.7
TENNESSEE							
Chattanooga Knoxville Nashville	39,337 26,323 80,368		41,595 27,443 73,290		35,129 25,603 71,625	5.4 4.1 + 9.7	$^{+12.0}_{+2.8}_{+12.2}$
SIXTH DISTRICT—							
26 Cities\$	989,713	\$	948,487	\$	889,745	+ 4.3	+11.2
UNITED STATES-							
141 Cities \$31	,928,463	\$3	0,143,411	\$28	3,840,888	+ 5.9	+10.7

offset in part by a small decline in holdings of direct obligations of the United States. At the middle of June these banks were carrying 24.7 millions more in reserve deposits at the Federal than they were a year earlier, 2.8 millions more cash in their vaults, and their balances with correspondent banks were 46.3 millions greater. Demand deposits-adjusted were about 56 millions larger than at the same time last year but time deposits were 8.6 millions less.

- ▶ Recent changes in the weekly statement of the Federal Reserve Bank of Atlanta reflect increases in member bank reserve deposits, and total cash reserves, and a decline in Federal Reserve note circulation. Reserves, deposits and note circulation were higher than at the corresponding time last year.
- Estimates based on latest available figures of deposits for all member banks in the District indicate that reserve deposits on June 14, amounting to 189.8 millions of dollars, were about 46.4 millions, or 32.4 per cent, in excess of legal requirements. In the latter half of May estimated excess reserves were about 42 millions of dollars, or 29.5 per cent of legal requirements.
- Check transactions at 26 cities in the District increased 4.3 per cent in May, and 5.9 per cent at 141 reporting cities throughout the country, and were 11.2 per cent larger than a year ago in the District against an increase of 10.7 per cent for the country.

Agriculture Farm income in the six states of this District increased 9.2 per cent in April and, because of larger Government payments, was 26.2 per cent larger than a year earlier. April receipts from marketings of crops increased 17.6 per cent over March, but income

from livestock and livestock products was lower. Combined receipts from crops and livestock were 2.9 per cent larger than in March, but 7.9 per cent smaller than in April 1938, but Government payments rose 22.0 per cent in April and were nearly three and one-half times the total for April last year.

- ▶ The Georgia peach crop is expected to be about 13.0 per cent smaller than that of last year. In Tennessee, however, indications are that production will be more than twice the small 1938 crop, and increases are also expected in Alabama, Louisiana and Mississippi. The June 1 condition of apples was about the same as a year ago in Georgia but higher in other states of the District.
- Despite cooler weather than usual, most crops have made fairly satisfactory progress, but in the latter half of May and early June there was excessive rainfall in nearly all parts of the District, and farming operations were seriously interrupted.

Industry A further substantial increase in building and construction activity in the Sixth District in May was evidenced by gains in construction contracts awarded, reported by the F. W. Dodge Corporation, and in building permits issued at reporting cities. Textile activity showed a small increase. Pig iron production declined but steel mill activity increased in May and early June.

- Contracts awarded for residential construction increased further from April to May by 40.1 per cent. The May total of \$15,321,000 was twice as large as for May last year and was the largest for any month since April 1926. May residential contracts accounted for more than half of the total awards in the District which increased 34.2 per cent over April, while in the 37 Eastern States there was a decrease of 6.5 per cent. Compared with May 1938, total awards in the District increased 47.5 per cent and in the country 8.9 per cent. The value of building permits issued at 20 reporting cities rose further in May by 23.5 per cent and was larger than for any other month since December 1928. Production, shipments and orders at southern pine lumber mills continued in May and early June above the corresponding time last year.
- Textile operations in May increased in Alabama and Tennessee but declined slightly in Georgia. The rate of cotton consumption in these states rose 1.3 per cent in May, when there is usually a decline of nearly 3.0 per cent, and was 44.7 per cent higher than in May last year, which compares with a gain of 36.1 per cent for the country.
- Steel mill activity in the Birmingham area, after declining from 72.0 per cent of capacity during most of February and March to 43.5 per cent in the last week of April and the first week of May, has since risen to 55.5 per cent at the middle of June. This compares with 52.5 per cent for the nation. Daily average production of pig iron in Alabama declined further in May by one-fifth and was 30.0 per cent lower than it was in December and January, although 33.0 per cent greater than in May last year. In the United States the May rate of production also declined 20.0 per cent from April, and was 37.0 per cent above May 1938.
- The daily rate of electric power production declined 3.0 per cent in the District and 2.5 per cent in the nation in April, the latest available figures, but was larger than a year ago by 21.6 per cent in the District and 11.0 per cent in the country as a whole.

May 1938

107.1 190.7 97.8 84.6 94.9 89.5

Apr. 1939

119.2 206.8 108.0 83.3 106.1 103.1

114.6 193.3 108.0 82.5 104.0 97.3

64.4

98.4

63.1 77.9 53.2 48.6 53.8 60.1 117.3 103.3 46.3

60.5

83.4

155.2 173.4 148.3 146.9

184.5 94.0 181.4 145.7 137.9 159.3 165.8

349.2 485.8 256.7 493.6 70.3 299.3 334.1 424.1 234.4

Mar. 1939 Apr. 1938

306.9 423.5 197.4 439.9 91.9 174.4 266.4 315.0 212.5

39.5 20.1 13.2 71.3 29.7 36.5 49.3

50.1

108.6 131.4 97.8 114.8

SIXTH DIST	RICT BUSINESS S			SIXTH DISTRICT BUSINESS INDEXES	
Andrews Commencer	SALES	nMay	S COLLEC- TION	(1923-1925=100 except as noted) RETAIL SALES*—Unadjusted May 1939 A	p
		Incl. May 193 mpared Compare	9 RATIO	DISTRICT (27 Firms)	
RETAIL TRADE Apr. 1939	mpared With 9 May 1938 Ye	With With ear Ago May 193	h 8 May 1939	Birmingham 105.4 Chattanooga 87.1 Nashville 117.4	
Atlanta+11.8 Birmingham+5.6 Chattanaga	+ 13.4	+11.2 + 4. + 7.8 - 1. + 8.3 + 0.	4 33.5	New Orleans	
Chattanooga + 12.9 Montgomery + 4.1 Nashville + 19.5	+16.7	+ 8.3 + 0. + 8.3 -18.4 + 8.0 + 0.	4	RETAIL SALES*—Adjusted	
New Orleans 1.8 Others + 1.3	+ 8.9	+ 3.6 — 1.	3 3 3.1	DISTRICT (27 Firms) 116.4	
DISTRICT (46 Firms). + 5.2	+14.1	$\begin{array}{ccccc} + 5.6 & - 1.0 \\ + 7.0 & - 0.0 \end{array}$		Chattanooga 84.6 Nashville 105.8	
WHOLESALE TRADE Groceries+ 6.6	+ 7.5	 2.0 3 .	0 91.6	New Orleans 96.7	
Dry Goods + 7.1 Hardware 0.2	+18.9	+ 6.9 + 17.8 + 0.1	0 3 9.6	RETAIL STOCKS—Unadjusted	
Electrical Goods +37.0 Drugs	+45.0	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	1 76.0	DISTRICT (24 Firms) 70.5 Atlanta 116.7	
Shoes	+ 1.0	- 0.6 + 7.9 - 1.		Birmingham	
				Nashville 52.9 New Orleans 60.4	
COMMERCIAL FAILURES		00 Omitted)	Mary Incl	RETAIL STOCKS—Adjusted	
DISTRICT	May Apr. 1939 1939	1938 193		DISTRICT (24 Firms) 69.1 Atlanta 115.5	
Number\$ Liabilities\$	62 66 715 \$ 948	\$ 36 31 \$ 320 \$ 3,83		Birmingham 70.1 Chattanooga 60.9	
CONTRACTS AWARDED-				Nashville 52.4 New Orleans 59.8	
DISTRICT\$ Residential	15,321 10,935	\$ 20,157 \$119,44 7,627 48,73	7 29,287	WHOLESALE SALES—Total 67.4	
All OthersAlabama	4,903 2,222	12,530 70,70 2,353 16,77	2 9,648	Groceries	
Florida Georgia Louisiana	7,579 7,802 4,349 4,003	5,092 34,64 5,214 24,93	5 14,668	Dry Goods 53.4 Hardware 90.8	
Mississippi	9,863 7,375 4,253 1,992 5,154 2,568	4,131 30,55 3,972 17,03 3,525 18,57	4 8,465	Furniture	
Tennessee BUILDING PERMITS—	3,134 2,300	3,525 10,07	10,002	CONTRACTS AWARDED-DISTRICT 84.7	
20 CITIES\$	8,413 \$ 6,811 334 487	\$ 4,450 \$ 29,29° 311 1,92°		Residential 109.2 All Others 68.4	
AtlantaBirmingham	480 343 720 1,021	196 1,47 5 87 3,10	2 1.114	Alabama 107.2 Florida 52.3	
Jacksonville Nashville New Orleans	251 1,037 779 266	189 1,87 469 2,30	7 678	Georgia	
15 Other Cities	5,849 3,657	2,698 18,61		Mississippi	
PIG IRON PRODUCTION—Tor Alabama	ns 157 191	119 1 ,05	5 732	BUILDING PERMITS—20 Cities	
COAL PRODUCTION-Tons				Atlanta	
Alabama Tennessee	317 130 237 144	730 3,9 6 335 1,78	5 4,493 8 1,665	Jacksonville 87.5 Nashville 39.5	
		00.0 -111 - 1		New Orleans 60.5 15 Other Cities 106.8	
COTTON CONSUMPTION-	-	00 Omitted) May Aug	May, Incl.	PIG IRON PRODUCTION—ALABAMA* 66.5	
Bales Alabama	May Apr. 1939 1939 65 58	1938 1938-39 46 60	3 1937-38	COTTON CONSUMPTION—3 STATES 157.2	
Georgia Tennessee	120 112 16 14	77 1,13	8 919 4 129	Alabama 180.2 Georgia 147.8	
TOTAL THREE STATES	201 184	134 1,89	1,551	Tennessee151.0	
Tons*	107 105	102 1,47	9 2,200	EMPLOYMENT (Av. for 1932 = 100) Alabama	
FERTILIZER TAG SALES—Ton. TOTAL SIX STATES	s 171 6 06	172 1,47	4 2,301	Florida	
*Georgia, Alabama, Louisiana		172 1,47	4 2,001	Louisiana	
	(1)	00 Omitted)		Tennessee	
	April March	April Ian	Apr., Incl.	PAYROLLS (Av. for 1932 == 100)	
FARM INCOME*—Six States.\$	1939 19 3 9 56,534 \$ 51,759	1938 193 \$ 44.783 \$194.94	9 19 3 8	Alabama	
Alabama Florida	15,403 15,577	13.064 52.42	7 53,748	Georgia	
GeorgiaLouisiana	8,410 5,218	3,855 24,06 7,836 21,81	6 21,218 7 25,704 4 35,834	Mississippi 126.0 Tennessee 160.9 SIX STATES 162.5	
Mississippi Tennessee	7,696 9,541 8,7 9 6 7,871	6,581 38,09 7,855 37,21	4 35,834 8 43,84 7	SIX STATES162.5	
ELECTRIC POWER				ELECTRIC POWER PRODUCTION Apr. 1939 Mg	ır
PRODUCTION—kw hours	283,488 279,011	237,263 1,110,86	2 943,084	Alabama	
FloridaGeorgia	88,874 98,804 136,196 154,208	237,263 1,110,86; 83,348 378,68 114,742 551,75; 113,372 539,62; 5,753 18,80;	8 355,207 9 475,232 3 459,917	Georgia. 234.3 Louisiana. 523.1	
Louisiana Mississippi	4.687 4.553	5,753 18,803 105,889 670,82	3 459,917 3 24,645 4 457,213	Mississippi 74.6 Tennessee 255.2 SIX STATES 323.9	
Tennessee TOTAL SIX STATES	803 013 855 834	660,367 3,270,559 410,467 2,027,09	9 2,715,298	By Water Power 408.3 By Fuels 230.5	
By Water Power By Fuels	271,020 284,849	249,900 1,243,463	3 1,254,714	*Indexes of retail sales, electric power and pig iron p	ימ
*T	4			and the manufacture and a dutter described by	-

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

*Includes Government payments.

NATIONAL SUMMARY OF BUSINESS CONDITIONS

Prepared by the Board of Governors of the Federal Reserve System

INDUSTRIAL production, which had been receding on a seasonally adjusted basis during the first four months of this year, showed little change in May and increased considerably in the first three weeks of June. The advance reflected principally larger output of steel and coal, which had previously shown considerable declines.

Production

In May the Board's seasonally adjusted index of industrial production was at 92.0 per cent of the 1923-25 average, the same as in April. Volume of manufacturing production declined somewhat further, owing chiefly to reductions in output of steel and automobiles, but mineral production increased as most bituminous coal mines were reopened after the middle of the month.

Steel ingot production, which had been at an average rate of 52.0 per cent of capacity in April, declined to 45.0 per cent in the third week of May. About this time prices of some types of steel were reduced considerably and orders were placed in substantial volume. Subsequently steel output increased and the current rate is about 55.0 per cent of capacity, approximately the level maintained during the first quarter of this year.

In the automobile industry output was reduced by about one-fifth at the beginning of May, and in the latter part of the month there was further curtailment partly as a result of a strike at a body plant which led to the closing of most assembly lines of one major producer. In the early part of June the strike was settled and by the middle of the month output had risen to a level higher than that prevailing during most of May.

Lumber production increased further in May following less than the usual seasonal

rise during the first quarter of this year.

Output of nondurable manufactures in the aggregate was at about the same rate in May as in April. At woolen mills activity increased sharply, following a decline in April, and at cotton and rayon mills output was maintained. Mill consumption of raw silk showed a further sharp decline. At meat-packing establishments output increased more than seasonally, and as in March and April was considerably larger than a year ago, reflecting a sharp increase in the number of hogs slaughtered. Flour production continued in larger volume than is usual at this season, while at sugar refineries there was a decrease in output.

Mineral production increased in May owing chiefly to the reopening of most bituminous coal mines. Anthracite production, which had been in large volume in April, declined in May, while output of crude petroleum increased somewhat further.

Value of residential building contracts, which had shown a considerable decline in April, increased in May, according to figures of the F. W. Dodge Corporation. Public residential awards were higher owing to a greater volume of United States Housing Authority projects; private awards also increased but on a seasonally adjusted basis were below the high level reached in February and March. Contracts for both public and private non-residential construction declined in May, following increases in the preceding two months.

Employment

Factory employment and payrolls showed little change from the middle of April to the middle of May, according to reports for a number of states.

Distribution

Department store sales declined from April to May, while sales at variety stores and by mail order houses showed little change. In the first two weeks of June department store sales increased.

Freight-car loadings increased in the latter half of May, reflecting chiefly expansion in coal shipments. In the first half of June loadings of coal increased further and shipments of other classes of freight also were in larger volume.

Commodity Prices

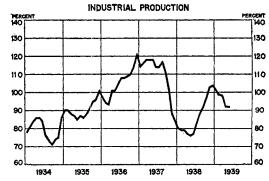
Prices of industrial materials, such as steel scrap, hides, wool, and print cloths, advanced somewhat from the middle of May to the third week of June. Wheat, silk, and coal prices declined early in June, following increases in May, and there were further declines in prices of livestock and meats.

Bank Credit

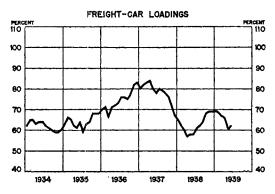
During the four weeks ending June 14 total loans and investments at member banks in 101 leading cities increased by \$270,000,000, following a decline of \$200,000,000 in the preceding four weeks. The major increase was in holdings of Treasury notes and bonds at New York City banks. Demand deposits increased sharply to new high levels both in New York and in the leading cities outside New York. During the first three weeks of June excess reserves of member banks showed little change from the new high level of \$4,300,000,000 reached on May 24. Continued gold imports largely went into ear-marked gold and into balances held for foreign account at the Federal Reserve Banks.

Money Rates

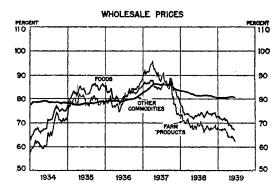
Prices of United States Government securities, which had advanced sharply from April 11 to June 5, reaching a new high level, eased slightly during the next two weeks. The yield on the longest-term Treasury bond outstanding declined from 2.49 per cent on April 11 to 2.26 per cent on June 5 and increased to 2.32 per cent on June 19. Other money rates showed little change.



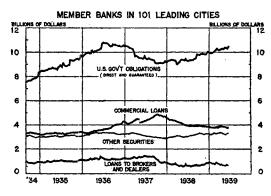
Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to May, 1939.



Index of total loadings of revenue freight, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to May, 1939.



Indexes compiled by U. S. Bureau of Labor Statistics, 1926 = 100. By weeks, 1934, to week ending June 17, 1939.



Wednesday figures for reporting member banks in 101 leading cities, Sept. 5, 1934, to June 14, 1939. Commercial loans, which include industrial and agricultural loans, represent prior to May 19, 1937, so-called "Other loans" as then reported.

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