# **MONTHLY REVIEW**

# BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

# FEDERAL RESERVE BANK OF ATLANTA

August 31, 1939

**District** In July merchandise distribution through **Summary** department stores in the Sixth District declined less than usual, wholesale trade was only slightly lower, and there were notable gains in building permits, in contracts awarded for residential construction and in the rate of pig iron and coal production. Textile operations declined and there was a decrease in the total value of contract awards because of a decline in "All Other" contracts.

In July the changes in this District in department store sales, residential contracts and in output of pig iron were more favorable than those for the country, while the changes in total contract awards, textile operations and coal production were less favorable. Comparing July this year with July 1938 the District gain in total contract awards was slightly less than for the country, but in other available statistical series the District gains were appreciably larger than those for the country as a whole.

**Trade** Distribution of merchandise in the Sixth District at both retail and wholesale declined in July. Stocks at department stores were slightly lower, but wholesale inventories increased. Business failures increased over June but were less than in July last year.

▶ Department store sales in July, on a daily average basis, were 18.0 per cent lower than in June, a decline somewhat smaller than usually occurs at that time of year, and after seasonal adjustment the index rose from 119.4 per cent of the 1923-1925 average for June to 125.9 for July. This is 11.0 per cent above the index for July last year and the highest for that month in the series. July sales by wholesale firms in this District reporting to the United States Department of Commerce were off 2.1 per cent from June, but were 8.3 per cent greater than a year ago. For the seven months of 1939 department store sales have been 8.3 per cent, and wholesale trade 7.3 per cent, larger than in that part of 1938.

CONDITION OF 22 MEMBER BANKS IN SELECTED CITIES (In Thousands of Dollars)							
	Aug. 16,	Change From :					
	1939	July12,1939	Aug.17,1938				
Loans and Investments—Total	. \$578,566	-16,870					
Loans-Total	. 282,001	25,458	- 271				
Loans—Total Commercial, industrial and		•					
agricultural loans	152,577	24,665	1,230				
Open market paper	. 3,040	+ 87	+ 112				
Loans to brokers and dealers							
in securities	5.607	1,676	+ 157				
Other loans for purchasing							
or carrying securities	11,209	681	- 3,472				
Real estate loans	30,869	+ 142	+ 3,387				
Loans to banks	1,377	+ 245	- 2,310				
Other loans	77,322	+ 1,090	+ 3,085				
Investments—Total	. 296,565	+ 8,588	+27,385				
U. S. direct obligations	. 141,654	+ 1,268	- 701				
Obligations guaranteed by U. S	64,786	+ 6,734	+21,912				
Other securities	. 90,135	+ 596	+ 6,186				
Reserve with F. R. Bank	. 136,568	+24,782	+ 33,588				
Cash in vault	11,410	1,722	+ 340				
Balances with domestic banks	198,987	+19,933	+ 66,070				
Demand deposits-adjusted	385,132	+ 11,696	+ 49,706				
Time deposits	186,917	+ 1,895	+ 999				
U. S. Government deposits	38,488		+15,543				
Deposits of domestic banks	256,725	+ 10,757	+60,994				
Borrowings							

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▶ Inventories at department stores declined less than usual in July and were 4.7 per cent larger than for July 1938, while wholesale stocks increased 4.7 per cent over June and were 2.5 per cent larger than a year ago.

▶ The collection ratio, for both department stores and wholesale firms, declined slightly in July.

Banking In early August the Commodity Credit Corporation took over from the commercial banks a considerable volume of loans on cotton, and loans at weekly reporting member banks declined, investments increased somewhat, interbank deposits increased after declining in July, and demand deposits-adjusted rose to a new peak at the middle of the month. Total loans and investments at these banks on August 16 were lower than on any other Wednesday since October 5 last year.

▶ Since December total loans have declined about 36 millions of dollars, while investments were at about the same level as in late December. Most of the decline in loans has been in those for commercial, industrial and agricultural purposes and in "All Other" loans. Investments declined early in July but have since increased because of larger holdings of securities guaranteed by the United States. At the middle of August total investments were about 27.4 millions greater than they were a year ago, and of this increase 21.9 millions is in guaranteed securities and 6.2 millions is in other securities, while holdings of United States direct obligations were slightly smaller.

▶ Following the transfer of cotton loans to the Commodity Credit Corporation, demand deposits-adjusted increased to a new high level on August 16, when they were 49.6 millions greater than a year ago, and reserve deposits at the Federal Reserve Bank to the credit of these weekly reporting member banks increased about 20 millions of dollars and on August 16 were 33.6 millions greater than at the same time last year. Deposits held for other banks were at the middle of August about 61 millions greater than a year ago, and balances maintained with other banks were 66 millions greater.

At the Federal Reserve Bank of Atlanta total cash reserves and reserve deposits of all member banks in the District reached record high levels on August 9 and declined some-

CONDITION OF FEDERAL RESERVE BANK OF ATLANTA (In Thousands of Dollars)								
	Aug. 16, Change From :							
	1939	July12,1939	Aug.17,1938					
Bills discounted Bills bought Industrial advances United States securities Total bills and securities Total cash reserves F. R. Note circulation Member bank reserve accounts U. S. Treasurer general account Total deposits	19 755 103,148 104,077 322,642 153,359 208,828 41,463	$\begin{array}{r} + 33 \\ - 14 \\ - 3,762 \\ - 3,742 \\ + 17,551 \\ + 739 \\ + 23,701 \\ - 10,297 \\ + 12,915 \end{array}$	$\begin{array}{r} - & 489 \\ + & 640 \\ - & 8,048 \\ - & 7,897 \\ + 72,361 \\ + 11,229 \\ + 40,572 \\ + 5,224 \\ + 5,248 \end{array}$					
Commitments to make industrial advances		- 1	41					

DEBITS TO INDIVIDUAL ACCOUNTS

(In Thousands of Dollars)							
ALABAMA Birmingham\$ Dotham Mobile Montgomery	July 1939 84,459 2,376 34,870 21,701	\$	June 1939 80,798 2,685 34,220 20,983	\$	July 1938 73,745 2,517 34,346 17,971	Per Cent July 193 June 1939 + 4.5 11.5 + 1.9 + 3.4	9 From :
FLORIDA— Jacksonville Miami Pensacola Tampa	71,156 42,808 8,156 26,718		74,298 40,698 8,758 26,762		61,682 32,653 7,981 23,818	4.2 + 5.2 6.9 0.2	+15.4 +31.1 + 2.2 +12.2
GEORGIA Albany Augusta Brunswick Columbus Elberton Macon Newnan Savannah Valdosta	3,848 192,974 16,779 2,429 13,400 940 14,597 1,884 25,705 4,737		4,251 202,056 17,942 2,422 13,879 1,004 14,714 1,646 27,335 3,432		3,463 174,538 13,980 2,325 12,282 880 12,884 1,717 26,024 3,813		+11.1 +10.6 +20.0 + 4.5 + 9.1 + 6.8 +13.3 + 9.7 + 1.2 +24.2
LOUISIANA							
New Orleans	202,332		219,872		218,650	8.0	+ 7.5
MISSISSIPPI							
Hattiesburg Jackson Meridian Vicksburg	4,389 26,480 10,665 6,542		4,417 22,547 10,459 5,996		4,140 27,236 8,724 6,189	0.6 +17.4 + 2.0 + 9.1	$^{+6.0}_{+2.8}_{+22.2}_{+5.7}$
TENNESSEE-							
Chattanooga Knoxville Nashville	42,855 28,363 81,842		44,991 28,192 80,421		38,594 27,364 74,689	+ 4.8 + 0.6 + 1.8	$^{+11.0}_{+3.7}_{+9.6}$
SIXTH DISTRICT							
26 Cities	973,005		994,778		912,205	2.2	+ 6.7
UNITED STATES-							
141 Cities\$3	0,476,737	\$33	,987,920	\$3	0,505,060	+ 3.4	+20.8

what the following week. Discounts for member banks have shown a further gain although the volume continues small, while industrial advances have declined somewhat. Holdings of United States securities have declined about 12.8 millions since June.

Excess reserves of all member banks in the District, estimated on the basis of latest available data, amounted on August 16 to about 70 millions of dollars, or 45.7 per cent of legal requirements. In the latter half of July excess reserves in the District averaged about 47 millions.

Check transactions at 26 cities in the District declined 2.2 per cent in July, while at 141 reporting centers throughout the country they dropped 10.3 per cent.

Agriculture In the first half of 1939 total farm income in the six states of this District was 1.2 per cent larger than in that part of last year. The gain was due to a large increase in Government benefit payments. Receipts from crops were 27.3 per cent less, while income from livestock and livestock products rose 3.7 per cent.

▶ The first estimate of the season by the United States Department of Agriculture indicates a cotton crop in the six states of this District of 4,707,000 bales, smaller by 2.5 per cent than that of last year, and 38.3 per cent smaller than the 1937 crop. Comparisons for these states follow:

Cotton Production 000 Bales	Estimate Aug. 1, 1939	Production 1938	Production 1937
Alabama	946	1,081	1,631
Florida Georgia Louisiana		852 676	1,500 1,104
Mississippi Tennessee		1,704	2,692 661
Six States United States	4,707	4,829	7,628

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• Between July 1 and August 1 there were increases in the official estimates of wheat, rice and potatoes in this District, but declines were indicated in corn, hay, tobacco, sweet potatoes and peaches. Growing conditions in Florida during July were favorable for development of citrus fruits from the 1939 bloom. Prospects for oranges are relatively better than for grapefruit. 1939 production of pecans is indicated at 13.5 per cent larger than in 1938, but a decrease of 13.0 per cent is shown for peanuts. The Georgia peach crop was about 21.0 per cent smaller than last year, but the estimate for peaches in Tennessee is nearly three times that of 1938. In the year ending July 31 farmers apparently used about 35.0 per cent less fertilizer than they did in the previous year.

Industry For the fifth consecutive month the value of

building permits issued at twenty reporting cities increased in July over the preceding month and was substantially larger than a year earlier. An increase in residential contracts was, however, more than offset by a decline in other awards. The rate of textile activity declined, but output of coal and pig iron increased further in July.

▶ Residential contracts increased 6.6 per cent in July and were 68.0 per cent greater than a year ago, while other awards declined 19.2 per cent from June and were about the same as in July last year. For the seven months period total awards were up 51.9 per cent from that period last year, residential awards were 63.3 per cent larger, and other awards increased 44.8 per cent. Value of building permits increased further in July by 9.4 per cent, were two and onequarter times the July 1938 total and the largest for any month since December 1928. The seven month total of \$49,735,307 was the largest for that period since 1929.

▶ In the year that ended July 31 cotton mills in Georgia, Alabama and Tennessee consumed 2,251,373 bales of cotton, a gain of 23.4 per cent over the preceding cotton year. Only in the cotton year of 1936-1937 was total consumption in these states greater.

Steel mill activity in the Birmingham area declined from 82.0 per cent of capacity in the last week of July and the first week of August to 75.0 per cent in the following two weeks. For the first three weeks of August, however, the average of 77.3 per cent was about 6.0 per cent higher than the average for July and compares with a national average of about 61.2 per cent. Alabama production of pig iron increased further in July by about 12.0 per cent, was larger by 138.2 per cent than in July last year, and for the seven months of 1939 has been 59.6 per cent greater than in that part of 1938. In the United States July production increased 7.6 per cent over June, was 96.1 per cent greater than in July last year, and for the seven months the gain over that part of last year was 64.0 per cent. Coal production in Alabama and Tennessee increased further in July and was about half again as large as in July last year.

▶ The rate of electric power production increased 6.2 per cent in this District to a new high level in June, compared with a gain of 5.2 per cent for the country. In the District June production was 19.9 per cent greater than a year ago while the country's gain was 14.0 per cent.

#### SIXTH DISTRICT BUSINESS STATISTICS

SALES	STOCKS		
July 1939        Compared with        RETAIL TRADE      June 1939      July 1938        Atlanta      -21.5      +7.3        Birmingham      -18.2      +11.7        Montgomery      -19.6      +11.7        Nashvile      -23.2      +10.1        New Orleans      -19.9      + 8.3        Others      -18.7      + 12.2        DISTRICT (46 Firms)      -20.7      + 9.5	JanJuly Incl. Compared with Year Ago +11.1 +10.3 +11.1 + 8.2 + 4.8 + 7.6 + 8.3	July 1939 Compared with July 1938 + 15.3 + 4.0 21.5 - 1.3 + 5.2 + 5.2 + 3.9 + 4.7	TION RATIO 1939 25.4 30.4 26.6 30.5 31.0 28.6
WHOLESALE TRADE        Groceries.	-2.2 + 7.2 + 17.6 + 18.9 + 13.5 - 4.2 + 7.3	-4.3 + 4.5 + 4.5 + 9.5 -12.4 + 2.5	74.5 33.2 47.7 60.8 66.8 26.5 55.1

(000 OMITTED)								
COMMERCIAL FAILURES- DISTRICT Number Licibilities\$	July 1939 48 608	\$	June 1939 38 482	\$	July 1938 68 1,120	\$	JanJ 1939 405 4,921	uly, Incl. 1938 394 \$ 4,245
CONTRACTS AWARDED— DISTRICT\$ Residential\$ All OthersAlabama. Florida. Georgia. Louisiana. Mississippi. Tennessee.	24,361 11,451 12,910 3,070 9,295 5,840 2,418 2,092 6,780	\$	26,728 10,746 15,982 4,295 7,781 6,608 4,928 2,162 5,745	\$	19,770 6,816 12,954 2,309 7,381 4,364 3,630 1,429 3,843	\$1	70,529 70,934 99,595 24,137 51,724 37,383 37,896 21,288 31,096	\$112,248 43,451 68,797 13,681 35,820 22,604 23,775 11,939 25,440
BUILDING PERMITS	10,676 955 725 603 244 989 7,160	\$	9,762 592 286 773 564 627 6,920	\$	4,727 231 155 493 123 247 3,478	\$	49,735 3,475 2,482 4,477 2,685 3,918 32,699	\$ 32,342 2,085 1,632 6,209 878 2,815 18,724
PIG IRON PRODUCTION—Tor Alabama	<b>15</b> 211		183r		89		1,448	9 <b>08</b>
COAL PRODUCTION—Tons Alabama Tennessee	972 418		96 <b>0r</b> 377		654 302		5,897 2,583	5,782 2,269
COTTON CONSUMPTION	(000 OI [u] 193	v	June 1939		July 1938	1	Aug 1938-39	Jul <b>y,Incl</b> . 19 <b>37-3</b> 8
Alabama. Georgia. Tennessee. TOTAL THREE STATES	53 101 13 167		62 116 15 193		44 80 12 136		723 1,355 173 <b>2,251</b>	588 1,083 153 <b>1,82</b> 4
COTTON SEED CRUSHED- Tons*	25		55		49		1,558	2, <b>3</b> 15
FERTILIZER TAG SALES—Tons TOTAL SIX STATES *Georgia, Alabama, Louisiand	36	issi	35 issippi.		27		1,545	2,389

	(000 Omitted)							
June 1939	May 1939	June 1938	JanJu 1939	une, Incl. 1938				
FARM INCOME*—Six States.      \$ 38,930        Alabama	\$ 51,567 9,560 11,807 6,384 8,689 5,111 10,016	\$ 37,430 5,241 5,437 8,607 4,002 6,466 7,677	\$285,441 35,872 72,302 36,347 35,879 48,052 56,989	\$282,103 35,834 68,947 34,576 35,375 47,469 59,902				
ELECTRIC POWER PRODUCTION-kw hours								
Alcborna.    347,770      Florida.    86,585      Georgia.    139,743      Louisiana.    157,423      Mississippi.    5,024      Tonnessee.    136,462      TOTAL SIX STATES    873,007      By Water Power.    555,106      By Fuels.    317,901	301,759 87,181 151,767 155,635 4,696 148,277 849,315 525,628 323,687	250,425 73,483 118,590 148,301 5,005 132,035 727,839 446,453 281,386	$1,760,381 \\ 552,324 \\ 843,269 \\ 854,355 \\ 28,520 \\ 953,421 \\ 4,992,270 \\ 3,107,820 \\ 1,884,450 \\ \end{cases}$	$1,449,271 \\ 506,346 \\ 704,175 \\ 745,926 \\ 35,624 \\ 700,121 \\ 4,141,463 \\ 2,321,537 \\ 1,819,926 \\ \end{cases}$				

119.4 210.6 110.9 105.2 104 0 
 DISTRICT (24 Firms)
 64.4

 Atlanta
 119.2

 Birmingham
 64.7

 Nashville
 43.6

 New Orleans
 55.6
 65.1 113.3 64.9 49.4 54.7 **RETAIL STOCKS**-Adjusted 68.5 118.0 65.6 50.9 58.2 
 Atlania
 131.0

 Birmingham
 68.1

 Nashville
 46.9

 New Orleans
 58.5
 64.1 50.4 46.4 89.9 92.0 76.2 78.6 75.9 93.9 53.6 99.1 78.4 112.1 103.6 86.8 

 Atlanta
 61.7

 Birmingham
 48.9

 Jacksonville
 73.4

 Nashville
 38.4

 New Orleans
 76.9

 15 Other Cities
 130.7

38.3 19.3 93.9 88.9 48.7 126.3 79.8r COTTON CONSUMPTION-3 STATES......141.2 156.4 177.2 147.8 151.0 EMPLOYMENT (Av. for 1932=100) 

 Alabama
 128.3

 Florida
 96.8

 Georgia
 137.4

 Louisiana
 125.0

 Mississippi
 103.9

 Tennessee
 129.8

 SIX STATES
 126.8

125.8 101.7 137.5 126.4 100.2 129.0 126.8 PAYROLLS (Av. for 1932-100) 

 Alabama
 192.5

 Florida
 83.0

 Georgia
 176.1

 Louisiana
 144.3

 Mississippi
 128.5

 Tennessee
 162.2

 SIX STATES
 162.0

186.9 84.8 177.2 146.6 124.2 163.0 163.6 ELECTRIC POWER PRODUCTION\* June 1939 May 1939 June 1938 
 LECTRIC POWER PRODUCTION
 June 193

 Alabama
 449.8

 Florida
 4439.9

 Georgia
 240.4

 Louisiana
 610.8

 Mississipti
 62.8

 Tennessee
 224.8

 SIX STATES
 352.2

 By Water Power
 426.1

 By Fuels
 270.3
 377.7 428.7 252.6 584.4 72.2 236.3 331.6 390.4 266.4 \*Indexes of retail sales, electric power and pig iron production, and of cotton consumption are on a daily average basis. r = revised.

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

Atlanta 152.4 Birmingham 87.2 Nashville 77.3 New Orleans 77.1

DISTRICT (27 Firms)......125.9

RETAIL SALES\*---Adjusted

79.4 139.4 78.1 60.2 71.2

113.4

191.0 107.0 87.2

103.2

60.8 99.9 60.9 44.2 52.8

66.1 109.8 64.1 47.5 55.6

63.1

48.4 45.4 70.7 84.4

56.3

48.6 61.5 50.5 50.9 65.5 57.7 74.1 69.3

42.0

14.9 10.5 59.9 19.4 19.1 63.5

37.5

114.7

132.0 106.5 119.7

88.5 127.9 116.0 101.0 114.6 115.5

159.3

73.1 158.3 147.3 125.9 139.5 145.8

323.9 373.3 204.0 575.4 79.9 217.4 293.6 342.7

239.3

107.5 183.2 103.1 96.8 92.6

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# NATIONAL SUMMARY OF BUSINESS CONDITIONS

#### Prepared by the Board of Governors of the Federal Reserve System

IN JULY industrial activity, seasonally adjusted, rose sharply and was close to the level reached last December. Prices of some industrial materials increased in recent weeks while those for agricultural products continued to decline.

#### **Production**

The Board's index of industrial production, according to preliminary returns, advanced to 102.0 per cent of the 1923-1925 average in July as compared with 98.0 in June and 92.0 in April and May. The advance in July reflected chiefly a considerable further increase in output of iron and steel, which usually declines at this season. Steel ingot production rose from an average rate of 52.0 per cent of capacity in June to 57.0 per cent in July and in the first three weeks of August was maintained around 60.0 per cent which for the month would represent about the usual seasonal increase. Lumber production showed little change in July, although a decline is usual.

In the automobile industry output showed a sharp seasonal curtailment during July and the first half of August, reflecting preparations for the shift to new model production which will be made about a month earlier this year than in other recent years. Retail sales of new cars continued in excess of production and dealers' stocks were greatly reduced. Plate glass production declined sharply in July, following a substantial increase in June.

Changes in output of nondurable manufactures in July were largely of a seasonal nature. At cotton textile mills and meat-packing establishments activity showed somewhat less than the usual declines and at sugar refineries output increased from the low level reached in June. Flour production continued in substantial volume.

Mineral production expanded further in July as output of bituminous coal continued to increase and petroleum production, which had been reduced in June, rose sharply. On August 14 the Texas Railroad Commission ordered a shutdown of most Texas oil wells for 15 days, beginning August 15, and subsequently similar shutdowns were ordered in several other important oil producing States.

Value of construction contracts, as reported by the F. W. Dodge Corporation, increased somewhat in July, owing principally to a small rise in contracts for public projects. Awards for residential work, both public and private, were practically unchanged from the June total.

#### Employment

Factory employment, which usually declines in July, was maintained this year at about the June level and payrolls showed a less than seasonal decrease, according to reports from a number of leading industrial States.

#### Distribution

Sales at department and variety stores in July showed about the customary seasonal decline. In the first half of August department store sales increased.

Freight-car loadings increased further from June to July. Loadings of coal continued to expand and shipments of miscellaneous freight, which usually decline at this season, showed little change.

# **Commodity Prices**

Prices of most farm products and foods declined from the beginning of July to the middle of August. Some industrial materials, principally steel scrap, nonferrous metals, and textile fabrics, showed advances in this period, while crude petroleum prices were reduced.

#### Agriculture

On August 1 prospects for major crops were about the same as a month earlier, according to the Department of Agriculture. The first official estimate on cotton indicated a crop of 11,400,000 bales, somewhat smaller than last year's crop and 2,400,000 bales less than the 1928-1937 average. World carryover of American cotton, however, was estimated to have been somewhat larger on August 1 than the record volume of a year ago.

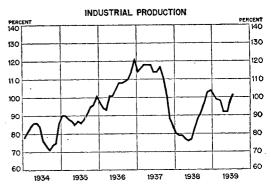
## Bank Credit

Total loans and investments of member banks in 101 leading cities increased substantially during the four weeks ending August 9, reflecting chiefly increases in holdings of United States Government obligations and the purchase by New York banks of a large share of a new issue of New York State short-term notes. Commercial loans continued to increase at New York banks but declined at banks in 100 other leading cities as corn and cotton loans that were approaching maturity were taken over by the Commodity Credit Corporation in accordance with a standing agreement. Deposits at reporting banks remained at high levels.

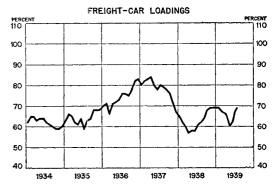
Excess reserves of member banks increased further to new high levels in the latter part of July and the first half of August, owing principally to gold imports and net Treasury disbursements, partly offset by a reduction in Federal Reserve bank holdings of Treasury bills.

## Money Rates

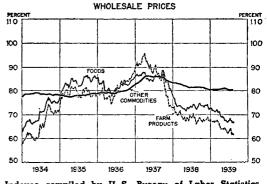
The average rate on new issues of 90-day Treasury bills has increased slightly in recent weeks and on August 10 was 0.032 per cent. Prices of Treasury bonds showed Digitiz\_little\_rchange\_from the middle of July to the middle of August.



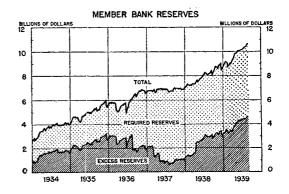
Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average == 100. By months, January, 1934, to July, 1939.



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



Indexes compiled by U.S. Bureau of Labor Statistics, 1926 == 100. By weeks, 1934, to week ending August 12, 1939.



Wednesday figures of total member bank reserve balances at Federal Reserve Banks, with estimates of required and excess reserves, January 3, 1934, to August 16, 1939.