MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

December 31, 1939

District In November distribution of merchandise **Summary** through retail and wholesale channels in the Sixth Federal Reserve District improved, industrial activity extended the advance of earlier months, and at weekly reporting member banks there was a further increase in business loans and demand deposits-adjusted

reached a new high level.

After allowing for seasonal influences, department store sales increased 7.5 per cent in November, and the index was the highest on record for that month. Wholesale trade declined, but by a considerably smaller amount than it usually does, and business failures were substantially less. Construction contracts awarded in November were twice the October total, and larger than for any other month since February 1926, largely because of a considerable volume of awards for public works in Tennessee, but residential contracts and building permits declined. All of the eighteen blast furnaces in Alabama continued active through November, and pig iron production was at the highest rate since March 1927. Coal production, on a daily average basis was the highest in more than nine years, excepting the month of March 1937, and electric power production reached a new record level in October.

Trade Although November sales by reporting department stores were, in actual dollar volume, slightly less than in October, on a daily average basis there was an increase of 3.0 per cent. When allowance is made for the fact there is usually a decline in department store sales from October to November in this District, the November gain over October was 7.5 per cent. This compares with a rise of 4.4 per cent for the United States. In this District the November index was 12.5 per cent above that for November 1938, and for the country the corresponding gain was 5.6 per cent.

Wholesale trade, reflected in figures reported to the United States Department of Commerce by 150 firms in the District, declined 5.7 per cent further in November, but was 11.1 per

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

	Dec. 13,	Change	From:
	1939	Nov.15,1939	
Loans and Investments—Total	\$632,652	+10,526	+25,510
Loans-Total		+ 8,239	+ 4,491
Commercial, industrial and			
agricultural loans	. 176,606	+ 4,757	+ 2,700
Open market paper	3,562	- 244	+ 749
Loans to brokers and dealers	,		
in securities	4,594	+ 322	2,199
Other loans for purchasing	1. 1,001		_,
and carrying securities	11,156	+ 146	4,272
Real estate loans		52	+ 3,038
Logns to banks		70	+ 101
Other loans		+ 3,380	+ 4,374
Investments—Total		+ 2,287	+21,019
U. S. direct obligations		743	18,820
Obligations guaranteed by U. S		133	+26,594
Other securities		+ 3,163	+ 13,245
Reserve with F. R. Bank		+10.853	+25,325
Cash in vault		+ 2,540	+ 1,879
Balances with domestic banks		-7.454	+65,844
Demand deposits-adjusted		+ 15,504	+49,251
Time deposits		- 2,966	+ 3,754
U. S. Government deposits		+ 4,360	+ 9,957
Deposits of domestic banks		- 52	+55,884
Borrowings			- 137
POITO MINGS			•••

cent greater than a year ago. The November decline was smaller than usually occurs at that time and, taken with the decrease in October which was contrary to past experience, the loss in the two months was only slightly more than the average decline in November. For the eleven months of 1939 department store sales were 8.7 per cent larger than in that part of 1938, and wholesale trade was 9.1 per cent greater.

Inventories at department stores increased 3.5 per cent in November and were 9.4 per cent larger than a year earlier, and wholesale stocks rose 1.0 per cent over October and were 10.4 per cent larger than for November 1938.

▶ Business failures declined sharply in November following the large October increase. The number of failures in November was the smallest since July 1937 and liabilities were the smallest in four years.

Banking At weekly reporting member banks in leading cities of the Sixth District loans and investments have in recent weeks extended the increase begun in August. Deposits continue at a high level, and estimated excess reserves increased in the first half of December after declining since August.

Total loans and investments at these weekly reporting member banks, which were on November 15 at the highest level in several years, increased further by 10.5 millions of dollars by December 13. In the past four months total loans and investments have risen 54.1 millions of dollars, and approximately three-fourths of this increase has been in loans. Loans for commercial, industrial and agricultural purposes and "All Other" loans have, together, risen by approximately the amount of the increase in total loans, as increases in real estate loans and in holdings of open market paper have been about equalled by declines in security loans and loans to banks. In comparison with the corresponding Wednesday a year ago, security loans on December 13 were about 6.5 millions smaller, but other reported classes were larger. Holdings of investment securities have continued to increase and on December 13 were the largest since the middle of March 1937. The gain has been due to larger investments in securities carrying the guarantee of the United States, and in "Other Securities."

Demand deposits-adjusted reached a new record high level

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

	Dec. 13,	Change From:		
	1939	Nov.14,1939	Dec.14,1938	
Bills discounted	. \$ 356	+ 124	+ 73	
Bills bought			<u> </u>	
Industrial advances	. 681	+ 18	— 142	
United States securities, direct and				
guaranteed	101,327	 4,599	— 3,194	
Total bills and securities		4,458	— 3,283	
F. R. note circulation		+ 1,089	+10,543	
Member bank reserve deposits		+10,243	+34,546	
U.S. Government general deposits		+ 5,524	-12,799	
Foreign bank deposits	13,416	2,670	+ 6,915	
Other deposits	. 6,270	— 3 98	+ 1,375	
Total deposits	253,687	+12,700	+30,038	
Total reserves	316,394	+16,827	+41,711	
Commitments to make industrial				
advances	78		81	

+ 9.1

+ 7.5

- 3.5

- 3.2

Chattanooga.....

Knoxville.....

26 Cities 1,077,661

SIXTH DISTRICT-

UNITED STATES-

DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars) Per Cent Change Nov. 1939 From : Oct.1939 Nov.1938 — 6.8 +12.3 —14.4 —10.3 —11.2 — 8.0 Oct. 1939 98,930 \$ 3,561 42,702 Nov. 1938 82,098 3,396 41,292 22,692 1939 92,202 3,047 37,990 ALABAMA Birmingham....\$ Dothan.... Mobile....... Montgomery..... Jacksonville. Miami Pensacola. 68,145 39,286 8,476 26,622 + 2.4 + 6.4 - 9.5 + 2.0 Tampa..... GEORGIA-5,251 219,723 19,203 2,354 16,198 1,359 18,034 2,217 --- 6.5 --- 2.6 --- 11.7 --- 6.3 --- 8.7 --- 11.7 --- 6.7 --- 6.1 --- 9.1 5,614 225,534 21,749 2,445 17,294 1,488 20,422 2,375 30,073 + 3.5 + 15.3 + 21.8 + 3.1 + 25.4 + 28.2 + 23.3 + 14.0 + 7.5 + 11.0 5,073 190,618 15,768 2,284 12,918 1,060 14,627 1,945 26,271 3,598 Brunswick..... Columbus..... Elberton..... Macon.... Newnan Savannah Valdosta 4.393 LOUISIANA-New Orleans..... 223,384 230,713 219,150 - 3.2 +1.9MISSISSIPPI-4,009 28,567 10,430 8,677 --15.1 + 6.3 -- 6.4 --10.2 +16.7 + 8.3 +16.2 + 7.4 Hattiesburg Vicksburg..... TENNESSEE-

on November 29, and time deposits a week earlier were the largest in more than six years. Interbank deposits were at a record level on November 15 and only slightly lower four weeks later.

141 Cities \$31,676,086 \$32,711,305 \$29,463,470

1,116,574

987,978

- Member bank borrowings at the Federal Reserve Bank of Atlanta have recently been the largest in about a year, although the volume continues small. Holdings of the United States securities by the Federal Reserve Bank of Atlanta have continued the decline that began in September. Member bank reserve deposits and Government deposits have recently increased, and Federal Reserve Note circulation recorded a further small rise.
- Excess reserves of all member banks in the Sixth District, estimated on the basis of latest available figures, amounted on December 13 to about 59.6 millions of dollars, or 40.0 per cent of legal requirements, after declining from an average of 69.5 millions in August to an average of 55.4 millions in November.
- ▶ Check transactions in November at 26 reporting cities in the Sixth District declined 3.5 per cent from October but were 9.1 per cent greater than in November 1938, while at 141 reporting centers throughout the United States the November total represents a decline of 3.2 per cent from October and a gain of 7.5 per cent over November last year.

Agriculture In October (latest available data) farmers in the six states of this District received \$102,770,000 from the sale of farm crops, livestock and livestock products. This total was smaller than for October 1937 and October 1936, but with these exceptions, was the largest monthly total in recent years. With Government benefit payments included, however, total farm receipts in October were 2.1 per cent less than in October last year, because benefit payments were 23.7 per cent smaller than they were a year ago. For the January-October period an

	1939 E	1938	
De	ec. l	Nov. 1	Production
	780	795	1,081
••••	11	12	26

Alabama		795	1.081
Florida	11	12	26
Georgia	916	946	852
Louisiana	750	757	676
Mississippi	1.585	1.585	1.704
Tennessee	450	440	490
Six States	4,492	4,535	4.829
United States	11,792	11,845	11,943

COTTON PRODUCTION -- 000 Bales

Note: Parts of Tennessee, Mississippi and Louisiana are in other Federal Reserve Districts.

increase of 52.4 per cent in benefit payments over that part of 1938 was slightly more than sufficient to offset a decrease of 7.0 per cent in receipts from crops and livestock, so that total receipts were up 0.7 per cent.

▶ The last monthly estimate by the United States Department of Agriculture indicates that the year's cotton crop in the six states of this District amounted to 4,492,000 bales. This is a decrease of 7.0 per cent compared with production in 1938. Increases in Georgia and Louisiana were more than offset by decreases in the other four states. These six states apparently produced 38.1 per cent of the country's total in 1939 as against 40.4 per cent in 1938.

Industry In November textile activity in the Sixth District was at the highest level on record, construction contracts awarded were the largest reported for any single month since February 1926, pig iron production was the largest since early in 1927, and coal output was the largest, with the exception of one month, since February 1930.

- The value of construction contracts awarded in November was double the October total and nearly two and one-half times that for November last year. Residential awards declined further, and the large November gain was principally due to contracts for public works in Tennessee, although there were also increases over October in Mississippi and Alabama. Value of building permits reported from twenty cities declined 14.4 per cent further in November. Cumulated totals for the January-November period show increases over that part of 1938 of 64.0 per cent in building permits, 63.0 per cent in residential contracts and 27.0 per cent in other awards.
- In November textile mills in Alabama, Georgia, and Tennessee together consumed an average of 9,728 bales of cotton for each of the 25 working days, a rate higher than in any previous month. Consumption in these three states during the first four months of the 1939-40 season has been 24.6 per cent greater than in that part of the season before. Operations at cotton seed oil mills declined in November, but were about 15 per cent above the level a year earlier.
- ▶ Steel mill activity in the Birmingham area has been at 86.0 per cent of capacity since the third week of November, according to The Iron Age, as against 90.0 per cent in the four weeks ending November 4 and 88.0 per cent in the two following weeks. All of the 18 Alabama blast furnaces continued active throughout November, and the rate of pig iron production rose 1.9 per cent further and was the largest since early in 1927. In the January-November period pig iron output in Alabama was the largest for the period since 1929.
- ▶ Daily average production of coal in Alabama and Tennessee combined rose further in November and, with the single exception of March 1937, was the largest since February 1930. In the United States coal output declined 1.9 per cent in November.

126.3 228.0 120.6 97.4 111.4

Oct. 1939 Nov. 1938

137.9 242.9 136.9 127.9 114.4

80.1

54.7 83.6 129.8 114.9

78.6

95.5 67.3 74.8 57.5 121.5 129.2 35.8 46.4

81.4

50.7 135.0 74.6 15.7 31.5

109.4

189.6

222.7 178.4 162.4

49.9 74.6 89.4 103.7

64.8

47.6 76.3 86.8 40.5 78.6 75.0 167.1 63.3

41.2

28.6 12.1 60.9 13.3 19.3 58.0

102.3

163.8

190.8 153.3 152.6

SIXTH			SIN ESS	STATISTIC		~~·· - ~	SIXTH DISTRICT BUSINESS INDEX (1923-1925=100 except as noted)	
********	SALE	8		JanNov.	STOCKS	COLLEC- TION	RETAIL SALES*—Unadjusted Nov. 1939	, Oc
				Incl.	Nov. 1939	RATIO	DISTRICT (27 Firms) 142.1 Atlanta 264.2	
	Compo	Nov. red w		ompared (with	Compared with	Nov.	Birmingham	
	t.1939	Nov.	1938 Y	lear Ago	Nov. 1938	1939	Nashville 121.2 New Orleans 121.6	
Atlanta	+ 3.4 9.1		14.3 6.7	$^{+11.3}_{+10.4}$	+16.8 + 10.1	26.6 34.0		
Birmingham Montgomery	5.4	+	13.9	4 93	—16.9		RETAIL SALES*—Adjusted	
Nashville New Orleans	8.9 + 2.2	+	6.9 9.2	+ 8.2 + 6.1 + 8.0 + 8.7	+ 1.5 + 9.9	29.8 33.0	DISTRICT (27 Firms)	
Others DISTRICT (45 Firms).	+ 2.3	+	6.4 9.1	+ 8.0	+ 6.8 + 9.4	35.8 31.4	Atlanta 246.9 Birmingham 117.1	
District (45 Firms).	— U.Z	+	9.1	+ 8.7	+ 9.4	31.4	Nashville	
WHOLESALE TRADE							New Orleans 102.2	
Groceries Dry Goods	17.1	+	6.6 2.2	$^{+}$ 1.2 $^{+}$ 7.7	+ 12.4 + 13.8	77.1 40.7	RETAIL STOCKS*—Unadjusted	
Hardware	7.6	+	15.9 62.9	+ 18.2 + 32.8	+ 14.8 + 14.5	49.9 56.5	DISTRICT (24 Firms)	
Drugs	+ 0.6	+	7.8 -20.8	+10.0	+ 4.7	54.5	Atlanta 166.6 Birmingham 89.5	
ShoesTOTAL	27.4 5. 7	_	-20.8 -11.1	— 9.7 + 9.1	+10.4	35.2 55.9	Nashville66.4	
		·			1 2012		New Orleans. 72.0	
COMMERCIAL FAILURE			IITTED)	¥	7 N	I	RETAIL STOCKS—Adjusted	
DISTRICT		Nov. 1939	Oct 1939	1938	1939	lov., Incl. 1938	DISTRICT (24 Firms)	
Number (actual) Liabilities		28 245	\$ 1,137	5 5	588	633 \$ 6,943	Birmingham. 79.9 Nashville. 59.3	
		270	4 1,13/	. ay U34	₩ 1,0//	w 0,525	New Orleans 66.1	
CONTRACTS AWARDED		E 000	6 02 Em	\$ 22.741	#200 004	@016 110		
DISTRICT	1	0,459	\$ 27,571 13,403	6,676	\$300,904 119,841	\$216,112 73,507	WHOLESALE SALES—Total	
All Others	4	4,604 3,867	14,168		181,063 40,349	142,605 29,101	Groceries	
Alabama		7,578	3,422 8,342	2 5,873	83,984	63,610	Hardware	
Georgia Louisiana		3,616 2,781	8,097 8,125		58,066 58,177	43,847 49,888	Drugs115.6	
Mississippi		2.322	690	3,223	28,901	28,285		
Tennessee	3	8,320	2,574	3,510	78,644	42,950	CONTRACTS AWARDED—DISTRICT 156.9	
BUILDING PERMITS-							Residential 74.5 All Others 211.7	
20 CITIES	\$	7,844 2,481	\$ 9,161 784			\$ 52,967 3,617	Alabama	
Atlanta		253	2,001	1 179	8,251	2,450	Georgia	
Jacksonville Nashville	• • • •	478 97	614	4 501 9 84	6,877 3,450	8,518 2 ,740	Louisiana	
New Orleans		406	405	249	5,796	4.086	Tennessee	
15 Other Cities		4,128	5,258	3,176	52,751	31,555		
PIG IRON PRODUCTION	ITons						BUILDING PERMITS—20 Cities	
Alabama		255	259	9 234	2,379	1,719	Atlanta	
COAL PRODUCTION-To	ons						Jacksonville 58.1 Nashville 15.3	
Alabama	• • • •	1,237 518	1,235 564	5 1,063 4 424	10,455 4,623	9,54 3 3,969	New Orleans 31.5	
Tellilessee				1 12/1	4,020	3,303	15 Other Cities 75.4	
		Nov.	IITTED) Oct.	Nov.	Aug.	1-Nov. 30	PIG IRON PRODUCTION—ALABAMA* 111.4	
COTTON CONSUMPTION		1939	1939		1939	1938	COTTON CONSUMPTION—3 STATES* 205.1	
Bales Alabama		.78	. 77			231	Alabama	
Georgia		148 17	140 18			435 57	Georgia	
TOTAL THREE STATE		243	234			723	Tennessee	
COTTON SEED CRUSHE	D						EMPLOYMENT (Av. for 1932-100)	
Tons*		219	237	7 189	730	749	Alabama143.0	
Fertilizer TAG SALES-	-Tons						Florida	
TOTAL SIX STATES.		89	119		292	280	Louisiana 132.8 Mississippi 117.7	
Georgia, Alabama, Lou	isiana a	and Mis	ssissippi				Mississippi Tennessee 137.1 SIX STATES 139.4	
				(000 Omitte	ıd)		SIX STATES	
		Oct.	Sept.	Oct.	JanC	Oct., Incl.	PAYROLLS (Av. for 1932=100)	
	-A 01	1939	193		1939	1938	Alabama	
FARM INCOME*—Six Sta Alabama	ites Di	21,460	\$108,08 18,52		\$591,702 84,053		Florida	
Florida		6,988 20, 339	1,96 25,37	5 4,846 4 20,834	89,658 111,280	85,469 110,641	Louisiana 159.2 Mississippi 151.2	
Louisiana	:	20,168	19,24	9 18,462	86,211	80,697	Mississippi	
Mississippi		35, 273 15, 9 91	31,10 11,86	9 37,118 3 16,249		119,184 100,609	SIX STATES	
ELECTRIC POWER							ELECTRIC POWER PRODUCTION* Oct. 1939	Sep
PRODUCTION—kw hou		70 000	251.00	7 975 100	2 200 050	0 500 004	Alabama	10
Alabama	3	96,584	351,96 87,88	0 86,429	3,202,858 913,407 1,372,127	824,549	Florida 475.0 Georgia 234.8	
GeorgiaLouisiana	14	41,084	130,94	מעים פועו יבי	1,372,127 1,538,886	1,227,676	Louisiana 667.3	
Mississippi		6.298	6,59	9 -7.194	53,784	60,911	Mississippi 97.1 Tennessee 336.2 SIX STATES 392.3	
Tennessee TOTAL SIX STATES	2 1.∩	10,951 04,865	195,17 944,49	6 185,867	1,641,413 8,722,475		SIX STATES	
By Water Power	4	75,069	527,03	1 382,061	5,098,660	4,094,686	By Fuels	
By Fuels			417,46	8 447,158	3,623,815	3,239,936	*Indexes of retail sales, electric power and pig iro	on r
*Includes Government po	atremyr						action consumption was on a della encaga basis	_ *

^{131.7} 108.4 140.1 131.7 113.7 126.9 143.0 110.1 155.0 132.8 117.7 105.4 153.8 135.0 118.5 135.6 138.2 1932-100) 204.7 84.4 182.3 149.8 136.6 159.1 167.7 232.5 92.2 204.4 159.4 150.1 179.4 96.7 211.1 159.2 151.2 181.0 Oct. 1939 PRODUCTION* Sept. 1939 Oct. 1938 466.0 475.0 234.8 97.1 336.2 392.3 392.3 436.0 436.0 455.3 446.5 225.2 667.2 105.3 321.4 381.0 404.5 344.5 425.0 209.3 558.9 111.0 296.2 323.7 283.8 436.0 dexes of retail sales, electric power and pig iron production, and of cotton consumption are on a daily average basis.

*Includes Government payments.

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NATIONAL SUMMARY OF BUSINESS CONDITIONS

Prepared by the Board of Governors of the Federal Reserve System

FOLLOWING a rapid rise after the outbreak of the European war industrial activity continued at a high level in November and the first half of December. There was a considerable increase in distribution of commodities to consumers while prices of basic commodities, which had been steady during November, rose somewhat in the first two weeks of December.

Production

The Board's seasonally adjusted index of industrial production advanced from 121.0 to 124.0 per cent in November, reflecting sustained activity at a period of the year when a decline is usual. Production of durable goods, which had advanced rapidly for several months, showed a further expansion. Record production of steel ingots continued in November and was followed by a less than seasonal decline in the first half of December. Automobile production increased in November, notwithstanding the fact that plants of one important company remained closed pending settlement of an industrial dispute. After this was settled at the end of November assemblies rose sharply. Retail sales of new automobiles were in large volume in November and at the end of the month dealers' stocks of new cars apparently were smaller than at the corresponding time in other recent years. Lumber production declined less than seasonally in November but plate glass production, which had reached a high level in October, showed a reduction.

Output of nondurable goods continued at a high level in November. At cotton and woolen mills activity increased somewhat further and was close to the record levels reached three years ago. Rayon production advanced to new high levels but at silk mills there was a sharp decline following substantial increases earlier this fall. Output of flour and sugar declined further from the levels reached in September while changes in activity at shoe factories and meat-packing establishments were largely seasonal in character.

Coal production in November declined somewhat from the high level reached in October. Output of crude petroleum increased further and iron ore shipments continued in exceptionally large volume until the Great Lakes' shipping season closed in the latter part of the month.

Value of construction contracts, as reported by the F. W. Dodge Corporation, increased in November following a sharp decline in October. In both months changes in total awards reflected principally fluctuations in the volume of contracts for public construction. Private residential awards declined somewhat less than seasonally in November, while awards for other private projects showed little change. Contracts for private work, both residential and nonresidential, were larger than a year ago, while those for public projects were below the high level of that time when contracts under the Public Works Administration program were being awarded in large volume.

Employment

Factory employment and pay rolls continued to increase in November, reflecting chiefly further sharp advances in industries producing steel, machinery, and other durable goods.

Distribution

In November distribution of commodities to consumers increased considerably. The Board's seasonally adjusted index of department store sales, which had been around 90 in the three preceding months, advanced to 94, a level about the same as at the peak in 1937 when prices of commodities sold at department stores were generally somewhat higher than at present.

Freight-car loadings showed less than the usual seasonal decrease from October to November and the Board's adjusted index increased from 80 to 82, which was only slightly under the recovery peak reached in the early part of 1937. Shipments of ore and miscellaneous freight declined less than is usual in November, while loadings of coal decreased more than seasonally from the relatively high October level.

Commodity Prices

Prices of both industrial materials and foodstuffs advanced from the latter part of November to the middle of December. Wheat and silk prices rose considerably and there were smaller increases in cotton and hides. Prices of steel scrap and nonferrous metals, on the other hand, showed declines.

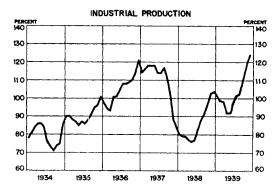
Government Security Market

Prices of United States Treasury bonds advanced sharply during the last half of November to a level not far below the all-time high point of last June and remained steady during the first half of December.

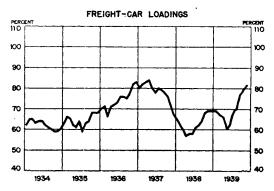
Bank Credit

Total loans and investments at reporting member banks in 101 leading cities rose substantially during November and the first half of December, reflecting largely purchases of new United States Government securities. Commercial loans, which had been increasing since August, continued to rise until the third week in November. Deposits increased further.

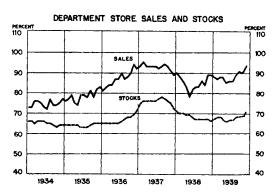
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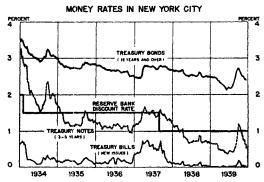
Index of physical volume of production, adjusted for seasonal variation, 1923-1925 average = 100. By months, January, 1934, to November, 1939.



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



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



For weeks ending January 6, 1934, to December 9, 1939.

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