MONTHLY REVIEW

BUSINESS CONDITIONS IN THE SIXTH FEDERAL RESERVE DISTRICT

FEDERAL RESERVE BANK OF ATLANTA

March 31, 1940

District In the Sixth Federal Reserve District trade Summary increased in February more than it usually does, but industrial activity declined. Both trade and industrial operations, however, continue well above the corresponding time last year.

Merchandise distribution through department stores, after allowing for the number of business days and the seasonal trend, increased 6.9 per cent in February, and wholesale sales rose 0.1 per cent. Construction contracts awarded in the District declined about 21.0 per cent, building permits were down 7.2 per cent, textile activity dropped 6.4 per cent, pig iron output declined further by 5.0 per cent, and coal production was 2.2 per cent lower.

The February changes in the District are more favorable than those for the country as a whole with the exception of construction contracts awarded and textile activity, and the District comparisons with February last year are more favorable than for the country excepting in pig iron production.

Trade In the first two months of 1940 distribution of merchandise through department stores in the Sixth District was 9.9 per cent greater than in that part of

last year, and sales by wholesale firms were 7.8 per cent larger.

▶ February sales by reporting department stores increased considerably more than seasonally, and wholesale trade, which usually declines in February, was maintained at the January level. The February index of daily average sales by department stores rose 19.0 per cent over that for January, and after allowance for seasonal influences there remained a gain of 6.9 per cent. Effects of extreme weather in the latter half of January were reflected in the January decline, and are also, at least in part, evident from the February rise in the index. Daily average sales in February were 9.3 per cent greater than in February last year and, like other recent months, the February index is the highest for that month in the series. The February rise in this Dis-

CONDITION OF 22 MEMBER BANKS IN SELECTED CITIES (In Thousands of Dollars)						
March 13, 1940	Change F Feb. 14, 1940 Ma	rom: ar. 15, 1939				
Loans and Investments—Total	+ 4,724 3,190					
agricultural loans	5,699 461	7,107 + 695				
Loans to brokers and dealers in securities	+ 1,041	- 255				
and carrying securities	+ 145 + 384 - 33	-1,796 + 4,017 162				
Other loans	+ 1,433 + 7,914 + 7,332	+ 5,794 +29,184 4,030				
Obligations guaranteed by U. S 70,612 Other securities 103,965	-1,517 + 2,099	+ 13,079 + 20,135				
Reserve with F. R. Bank	3,742 + 51 +11,843	+ 17,756 + 2,607 + 56,597				
Demand deposits-adjusted		+40,052 + 5,163 + 4,771				
Deposits of domestic banks 309,295 Borrowings	+ 17,683	+50,408				

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Federal Reserve Bank of St. Louis

trict is in contrast to a decline of 2.2 per cent from January in the index for the country as a whole.

▶ Sales reported to the United States Department of Commerce by 157 wholesale firms in this District were at about the January level, and 9.5 per cent greater than a year ago. Proportionately large gains over January in electrical goods, shoes and furniture were offset in the average by smaller increases in some other lines and by decreases in drugs and hardware.

> Department store inventories at the end of February were 10.4 per cent larger than a month earlier, probably in anticipation of earlier Easter business this year, and were 10.6 per cent larger than a year ago. Wholesale stocks rose 1.7 per cent in February and were 8.5 per cent larger than for February 1939.

Banking Total loans and investments at weekly reporting member banks in leading cities of the Sixth District increased somewhat in the first half of March, after declining in January and February. In the ten weeks ending March 13 there was a rather consistent decline in the volume of total loans, while holdings of investment securities increased. From the relatively high level recorded on January 3, loans for commercial, industrial and agricultural purposes declined about 17 millions of dollars by March 13, security loans are somewhat larger than at the beginning of the year, and there has been no substantial change in other classes of loans. In this period last year, there was a small decline in "All Other" loans and only a negligible decrease in commercial loans.

▶ In contrast to the recent downward trend in loans, these banks have enlarged their holdings of investment securities to a total on March 13 larger than on any other report date in more than three years. Investments in direct obligations of the United States, which declined in the first half of 1939, increased by the middle of March to the largest total in nearly a year, holdings of securities carrying the guarantee of the United States increased to a new high level late in January and have since fluctuated only slightly, and holdings of "Other Securities" on March 13 were the largest on record.

Demand deposits adjusted and time deposits have in recent weeks continued in large volume, and deposits of cor-

CONDITION OF FEDERAL RESERVE BANK OF ATLANTA (In Thousands of Dollars)							
	Mar				e From :		
		1940	Feb. 14,	1940	Mar. 15, 193	9	
Bills discounted				159		10	
Bills bought Industrial advances	· · · ·		 +	····. 5		19 21	
United States securities, direct and				•	-		
guaranteed				••••••	17,96		
Total bills and securities				154			
F. R. note circulation Member bank reserve deposits	1	24 494		443 3.643	+ 10,70 + 30,94		
U. S. Government general deposits	1	26,203		1,814	19,60		
Foreign bank deposits	1	12,882		930	+ 3,48		
Other deposits		7,192		589			
Total deposits Total reserves	2	70,761 33,732		3,938			
Commitments to make industrial		50,752	т	0,200	T 40,14	±0	
advances		17		58	- 13	33	

DEBITS TO INDIVIDUAL ACCOUNTS (In Thousands of Dollars)

(In Thousands of Donars)								
ALABAMA— BirminghamS Dothan Mobile Montgomery	Feb. 1940 93,950 2,582 39,258 26,505	Jan. 1940 \$ 107,721 3,067 44,687 24,732	Feb. 1939 \$ 74,826 2,963 29,563 19,223	-15.8 -12.2	0 From :			
FLORIDA— Jacksonville Miami Pensacola Tampa	84,505 70,494 8,719 33,239	90,076 70,809 9,127 34,367	71,018 55,999 7,291 27,420	5 4.5	+ 19.0 +25.9 +19.6 +21.2			
GEORGIA— Albany. Atlanta. Brunswick. Columbus. Elberton. Macon. Newnan. Savannah. Valdosta.	4,325 209,360 16,733 2,627 15,070 963 15,289 1,816 25,896 3,661	5,151 224,603 24,237 2,777 16,243 1,007 16,524 1,894 29,862 4,275	4,879 174,232 14,024 2,304 12,295 983 12,488 1,557 24,765 3,164	$ \begin{array}{r} -6.8 \\ -31.0 \\ -5.4 \\ -7.2 \\ -4.4 \\ -7.5 \\ -4.1 \\ -13.3 \end{array} $	-11.4 + 20.2 + 19.3 + 14.0 + 22.6 - 2.0 + 22.4 + 16.6 + 4.6 + 15.7			
LOUISIANA-								
New Orleans	218,887	244,447	198,868	—10.5	+10.1			
MISSISSIPPI-								
Hattiesburg Jackson Meridian Vicksburg	4,618 29,153 11,248 7,539	5,010 32,174 11,934 8,295	4,225 27,464 9,899 6,569	9.4 5.8	+ 9.3 + 6.1 +13.6 +14.8			
TENNESSEE-								
Chattanooga Knoxville Nashville	39,019 32,908 78,303	49,177 39,634 83,924	35,698 28,196 81,931	17.0	+ 9.3 +16.7 - 4.4			
SIXTH DISTRICT-	1 076 667	1 105 754	001.044	0.0	1 15 5			
26 Cities	1,076,667	1,185,754	931,844	— 9.2	+ 15.5			
UNITED STATES-								
141 Cities	29,482,006	34,717,213	27,581,049		+ 6.9			

respondent banks on March 13 were 50.4 millions larger than a year earlier and the largest on record.

At the Federal Reserve Bank of Atlanta member banks have recently reduced their already small borrowings, and industrial advances have been slightly larger. Member bank reserve deposits have risen to a new high level, Government deposits have increased somewhat, and total deposits and total reserves are the largest on record.

• Excess reserves of all member banks in the District, estimated on the basis of latest available figures, amounted to about 71 millions of dollars, or 46.3 per cent of legal requirements. In actual amount, this is the largest on record with the exception of the first half of August last year.

▶ Check transactions at 26 cities in the District in February, the largest for the month since 1930, were down 9.2 per cent from January but 15.5 per cent greater than in February last year. At 141 reporting centers throughout the country the February total declined 15.1 per cent from January and was 6.9 per cent larger than in February 1939.

Agriculture Planting of spring crops was delayed in some parts of the District because of heavy rains and temperatures below normal during most of February, and unfavorable weather conditions have continued in the first half of March. Estimated production of oranges in Florida was further reduced in February by 2 million boxes. The March estimate of 25.7 millions boxes is 24.2 per cent smaller than production in the 1938-39 season. Supplies of early and midseason oranges that were suitable for shipment after the freeze were reported at the middle of March to be nearly exhausted, and shipments for the remainder of the season will consist almost entirely of Valencias. It appears certain that the January freeze reduced the Valencia crop by about one-half, and production is now placed at 7 million boxes. Production of grapefruit is expected to be about one-fifth smaller than was indicated prior to the January freeze, and 42.0 per cent smaller than in the previous season. The Alabama strawberry crop is expected to be about 12.0 per cent larger than in 1939, but in Florida there appears to be a decrease of 43.5 per cent partly due to the freeze, in Mississippi a reduction of 21.7 per cent, and a small decline in Louisiana. The South Florida acreage of tomatoes this spring is indicated to be 6,500 acres, against 18,000 acres last year.

Farm employment in the South Atlantic and East South Central states increased 6.3 per cent in February, but was 3.3 per cent lower than at the same time last year.

In the six states of this District farmers are apparently using slightly more fertilizer this year than last. Fertilizer tag sales in February were 6.5 per cent greater than a year ago and in January were 13.4 per cent larger.

Industry The level of industry activity in the Sixth District declined in February, according to available statistical evidence, but continued well above the corresponding time last year.

The value of construction contracts awarded in February was off about 21.0 per cent from January but was 17.1 per cent greater than a year ago, and the totals for January and February 1940 combined are 30.9 per cent greater than for that period last year. Residential awards declined in February relatively more than other classes of contracts, but for the two months of 1940 were 38.7 per cent greater than a year ago. State totals for Alabama, Florida, Georgia and Tennessee are larger than they were a year ago, for February and for the first two months of the year. In the 37 Eastern States there was a gain of 2.2 per cent from January to February but a decrease of 8.9 per cent from February last year, and for the first two months of 1940 total awards were 15.9 per cent smaller than a year ago. Building permits issued at twenty reporting cities also declined in February but were 25.0 per cent greater than for February last year. Unusually bad weather may have been a partial cause of the February decline; it did, according to press reports, delay spring lumber buying and also retarded lumber mill operations.

▶ Consumption of cotton in Alabama, Georgia and Tennessee declined 6.4 per cent in February, but the daily average rate of 8,924 bales consumed was 16.6 per cent greater than in February last year, and the cumulative total for the seven months of the current season is 23.6 per cent greater than for that part of the previous cotton year. Operations at cotton seed oil mills declined seasonally in February but were at a level about 35.0 per cent higher than a year ago.

▶ There has recently been a further reduction in the rate of steel mill activity in the Birmingham area, and pig iron production in Alabama declined in February by 5.0 per cent. Steel mills in the Birmingham area operated at 94.0 per cent of capacity in the first five weeks of the year, at 88.0 per cent in the following four weeks, and in the two weeks ending March 16 the rate has been 80.0 per cent. This compares with the national average for those two weeks of 63.5 per cent. Alabama output of pig iron in January and February combined was the largest for that period in more than twenty years.

▶ Coal production in Alabama and Tennessee declined 2.2 per cent from January but was 14.8 per cent larger than a year ago. For the country as a whole February output dropped 7.9 per cent and was up 10.7 per cent from February last year.

SIXTH DISTRICT BUSINESS STATISTICS

SIXTH D	ISTRICT	BU	SIN	ESS S	STA:	ristic	S		
_		SA	LES	-			STOCKS	COLLEC- TION	ř
				Ja		^r eb. ncl.	Jan. 1940	RATIC	
		Feb.			mpo	rred (Compared		-
RETAIL TRADE Jan.	Compar 1940 i	ea w Feb.		: 9 Ye	ear .	with Ago	with : Feb.1939	Feb. 1940	
Atlanta+	34.2	+	- 19	4	+	9.6	+21.5	26.4	
Birmingham	18.4 6.9	+	- 8. -13.	3 7	+	5.9 11.0	+13.2 +20.7	30.6	
Montgomery + Nashville + New Orleans	27.6	-	- 2.	4		3.5 12.6	+ 3.3 + 7.7	27.3 29.6	3
Others+	11.2		- 12. - 12.		+	12.2	+ 6.0	36.8	}
DISTRICT (44 Firms). +	14.1	+	- 12.	9	÷	9.9	+10.6	30.3	3
WHOLESALE TRADE									
Dry Goods +	3.4		- 14. - 8.		-	9.8 4.1	+11.4 +17.0	75.6 34.6	
Hardware	- 8.7	+	- 5.	5	- +	1.6	+ 6.2	46.0)
Drugs	- 3.5	+	-11. -20.	5	+	10.5 19.2	+31.3 + 7.4	64.1 70.5	;
Shoes+	35.8	4	- 18. - 7.	7	- +	22.5	4.8	25.7 44.8	1
Groceries+ Dry Goods+ Hardware Electrical Goods+ Drugs+ Shoes+ Auto Supplies Furniture+ Tobacco and Its	28.5	-					4.0		,
Tobacco and Its Products	2.8	4	- 18.	7	+	13.2			
Miscellaneous	- 6.8	÷	- 6. - 9.	Ś	-+	14.5	1.7	77.2	2
TOTAL +	• .1	+	- 9.	5	+	7.8	+ 8.4	56.6) -
	(00	0 01	MIT 1	TED)					
COMMERCIAL FAILURES		eb.		Jan. 1940		Feb.	JanFe 1940	eb., Incl. 1939	5
DISTRICT Number (actual)	I 	1940 55		1940		1939 7 3	122	151	L
Number (actual) Liabilities	\$	622	\$	484	\$	679	\$ 1,106	\$ 1,791	
CONTRACTS AWARDED-	•								
DISTRICT Residential	\$ 23,	036 429	\$ 2	29,086 10,430	\$	19,665 6,733	\$ 52,122	\$ 39,821 12,877	,
All Others		607	j	8,656		12,932	17,859 34,263	26 944	L .
Alabama Florida	···· 2, ··· 7.	543 253		3,683 9,680		1,814 5,026	6,226 16,933	5,229 10,182	2
Georgia	6,	199		5 707		5,257	11,926	9,752 8,656	2
Georgia. Louisiana. Mississippi.	. 2,	132 008		4,360 4,789		4,893 4,556	8,492 6,797 10,392	8,089	•
Tennessee	4,	423		5,969		3,201	10,392	7,010)
BUILDING PERMITS-									
20 CITIES Atlanta		306 687	\$	5,718 644	\$	4,245 228	\$ 11,024 1,332	\$ 8,509 669	}
Birmingham		237		266		205	503	3 46	5
Jacksonville Nashville		496 110		530 297		507 103	1,026 406	837 218	
New Orleans 15 Other Cities		676 100		403		455	1,079	820)
		100		3,579		2,747	6,681	5,620	,
PIG IRON PRODUCTION- Alabama		260		292		223	553	474	ι
		400		202		120	000	-11-	
COAL PRODUCTION-Ton Alabama		327		1,403		1,105	2,730	2,305	;
Tennessee	•••	566		610		478	1,176	939	
	(00)	0 01	MIT	ED)					-
COTTON CONSUMPTION-		Feb. 1940		Jan. 1940		Feb.	Aug. 1-Feb 1939-40	. 28, Incl.	;
Bales Alabama		73		82		60	526	416	5
Georgia Tennessee		134 16		150 17		110 14	961 110	778 98	
TOTAL THREE STATES		223		248		184	1,598	1,293	
COTTON SEED CRUSHED									
Tons*	••	147		179		110	1,229	1,132	2
FERTILIZER TAG SALES-							_		
TOTAL SIX STATES *Georgia, Alabama, Louisi		329 J Ma	!-	214		309	948	903	3
Georgia, Alabama, Louisi	and and	. wii	031B	աթթւ.					-
(000 OMITTED)									
ELECTRIC POWER PRODUCTION-kw hour	8								
	Jan 1941		De 19		Ja 19				
Alabama					303.	979			
Florida	128,280 129,730	ļĮ	75,5	68	100,	335			
Georgia Louisiana	178,583		14,2 72,3	88	123, 149,	131			
Mississippi	5.240	1	7,1	81 94	5. 173,	692			
Tennessee. TOTAL SIX STATES!	,019,899	ģ	77,7	64	856.	743			
By Water Power By Fuels	425,291 594,608	3	7,1 88,7 77,7 69,8 07,9	30 34	455, 401,	093 650			
-	.,	5			1				

• Electric power production in the six states of the District increased 4.3 per cent in January to a new record level, following a decline in December from the previous peak in November.

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SIXTH DISTRICT BUSINESS	INDEX	TES .	
(1923-1925 = 100 except as RETAIL SALES*—Unadjusted Feb.) Tan. 1940	F-1 1000
DISTRICT (25 Firms)	110.7	93.0	Feb. 1939 101.3
Atlanta Birmingham	96.6	159.7 78.0	192.5 92.4
Nashville New Orleans	94.8	71.4 84.0	96.4 78.1
	01.0	01.0	/0.1
RETAIL SALES*-Adjusted			
DISTRICT (25 Firms) Atlanta	261.6	117.7 212.9	115.1 226.5 102.7
Birmingham Nashville	107.3	108.3 95.2	102.7 113.4
New Orleans	95.5	100.0	88.8
RETAIL STOCKS-Unadjusted			
	77.1	68.6	69.0
DISTRICT (23 Firms) Atlanta Birmingham	140.5	128.6 70.1	114.5 64.9
Nashville. New Orleans.	55.8	50.7 54.3	54.0 60.0
New Oriedits	04.0	54.5	00.0
RETAIL STOCKS-Adjusted		75.4	70.4
DISTRICT (23 Firms) Atlanta	146.4	75.4 139.8	70.4 119.3
Birmingham Nashville	77.6 58.7	77.9 58.3 59.7	67.6 56.8
New Orleans	64.5	59.7	60.0
WHOLESALE SALES-Total	65.7	65.6	60.6
Groceries	53.6	51.8	45.1
Dry Goods Hardware Drugs	52.4 90.1	50.8 98.7	48.9 78.1
Drugs	138.7	143.7	104.2
CONTRACTS AWARDED-DISTRICT	6 5.6	82.9	56.0
Residential All Others		74.3 88.6	48.0 61.4
Alabama	55.6	80.5	39.7
Florida. Georgia. Louisiana.	50.0 93.0	66.7 85.9	34.7 78.9
Louislana. Mississippi	. 65.7 104.1	69.3 248.4	77.8 236.3
Tennessee	79.8	107.7	236.3 57.7
BUILDING PERMITS-20 Cities	47.2	50.8	37.7
Atlanta	44.4	41.7 17.9	14.7 13.8
Birmingham Jacksonville	60.3	64.4	61.6
Nashville New Orleans	32.3	46.8 31.3	16.2 35.3
15 Other Cities	56.6	65.3	50.1
PIG IRON PRODUCTION-ALABAMA*	117.5 r	123.7 r	104.3
COTTON CONSUMPTION-3 STATES*		201.0	161.4
Alabama Georgia	218.2 177.6	235.3 190.5	188.6 151.0
Tennessee	167.6	164.8	148.7
EMPLOYMENT (Av. for 1932-100)			
Alabama Florida	139.3	139.4 113.6	131.7 115.6
Georgia	148.7	149.1	140.5
Louisiana Mississippi	111.1	119.9 104.0	126.2 110.9
lennessee SIX STATES	131.2 1 35.0	130.4 133.9	126.1 130.5
PAYROLLS (Av. for 1932-100)			
Ålabama		237.7	206.2
FloridaGeorgia		102.0 211.0	93.4 181.8
Louisiana	.141.3	145.1 134.0	143.4
Mississippi Tennessee SIX STATES	170.6	172.8	137.3 160.2
SIX STATES	185.8	184.7	169.0
-	. 1940	Dec. 1939	Jan. 1939
Alabama Florida	630.8	470.1 588.0	380.5 493.4
Georgia Louisiana	215.9	190.2 647.4	206.1 560.1
Mississippi	80.9	111.0	88.0 276.9
Tennessee	398.2	300.9 381.7 274.7	334.5
By Water Power By Fuels	315.9	274.7 500.3	338.0 330.5
			• •

*Indexes of retail sales, electric power and pig iron production, and of cotton consumption are on a daily average basis. r = revised.

NATIONAL SUMMARY OF BUSINESS CONDITIONS Prepared by the Board of Governors of the Federal Reserve System

INDUSTRIAL activity showed a further sharp decline in February and a less marked reduction in the first half of March. Wholesale commodity prices generally were steady, following some decline in January and early February.

Production

In February the Board's seasonally adjusted index of industrial production was 109.0 per cent of the 1923-1925 average as compared with 119.0 in January and 128.0 in December. A further decline at a slower rate is indicated for March on the basis of data now available. In August 1939, the month prior to the outbreak of war, the index was 103.0.

Steel production, which had risen sharply in the latter part of 1939 and then decreased considerably in January, showed a further marked reduction in February to 69.0 per cent of capacity. In the first half of March output was steady at a rate of about 65.0 per cent. Plate glass production declined further in February and output of lumber, which had dropped sharply in January, showed less than the usual seasonal rise. Automobile production in February was maintained at the high level prevailing in January. Dealers' stocks of new cars rose to high levels in this period, notwithstanding the fact that retail sales of cars were in large volume for this time of the year. In the first half of March output of automobiles showed less than the customary sharp increase. In some industries not included directly in the Board's production index, particularly the machinery, aircraft, and rayon industries, activity continued at high levels.

Changes in output of nondurable goods were largely seasonal in February except at textile mills and sugar refineries. At cotton textile mills activity declined somewhat from the high levels prevailing since early last autumn. Activity at woolen mills, which had decreased considerably in December and January, declined further in February and output of silk products was reduced to an exceptionally low level. Sugar refining showed less than the sharp rise usual at this season.

Mineral production declined in February, owing chiefly to a considerable reduction in output of anthracite. Bituminous coal production declined somewhat, following a rise in January, while output of crude petroleum increased to new high levels.

Value of construction contract awards in February showed little change from the January total, reflecting a further decrease in contracts for public construction and contraseasonal increase in private contracts, according to figures of the F. W. Dodge Corporation. The increase in private residential awards nearly equalled the decline that occurred in the previous month when severe storms curtailed building operations in many areas.

Distribution

Retail distribution of general merchandise showed little change from January to February and remained somewhat below the high level of the latter part of last year, with due allowance for seasonal changes. Sales at variety stores and mail-order houses showed about the usual seasonal rise in February, while at department stores, where some increase is also usual at this time of year, sales remained at about the January level.

Freight-car loadings declined considerably from January to February, reflecting for the most part a sharp reduction in coal shipments and some further decrease in loadings of miscellaneous freight.

Foreign Trade

Exports of United States merchandise in February declined less than seasonally from the high levels reached in December and January. The principal decreases were in shipments of cotton, copper, and aircraft, which had been exceptionally large in previous months. Exports to Japan fell sharply and there were declines also in shipments to the United Kingdom, the Netherlands, and Russia, while exports to Belgium and the Scandinavian countries increased.

There has been little change in the rate of gold inflow. The monetary gold stock increased by \$246,000,000 in February and by \$109,000,000 in the first two weeks of March.

Commodity Prices

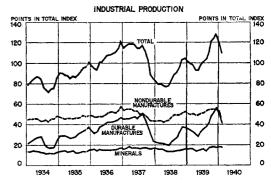
Prices of nonferrous metals advanced from the middle of February to the middle of March, while steel scrap and textile materials declined somewhat further. Most other commodities showed little change and in the week ending March 9 the general index of the Bureau of Labor Statistics was at 78.3 per cent of the 1926 average as compared with 78.5 a month earlier.

Government Security Market

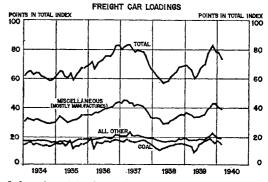
Following a relatively steady market during February, prices of long-term Treasury bonds increased sharply after the announcement by the Treasury early in March that its operations during that month would be limited to the issuance of a five-year note to refund a note maturing next June.

Bank Credit

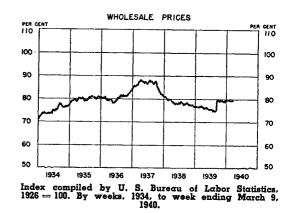
Total loans and investments at reporting member banks in 101 leading cities rose during the six weeks ending March 13, largely as a result of increases in investments at New York City banks. Following a reduction during January, commercial loans increased, mostly at banks in cities outside New York. Bank reserves and deposits Digitized for Frontinued to increase during the period.

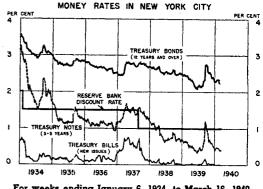


Index of physical volume of production, adjusted for sea-sonal variation, 1923-1925 average = 100. Durable manupressed in terms of points in total index. By months, January, 1934, to February, 1940.



Index of total loadings of revenue freight, adjusted for seasonal variation, 1923-1925 average = 100. Miscella-neous, coal, and all other expressed in terms of points in total index. By months, January, 1934, to February, 1940.





For weeks ending January 6, 1934, to March 16, 1940.