

LIFE-INSURANCE SALES
IN THE PACIFIC COAST STATES
1923-1942

By

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SCHOOL OF BUSINESS ADMINISTRATION
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APPENDIX I

INDEXES OF THE DOLLAR VOLUME OF ORDINARY LIFE-INSURANCE SALES IN OREGON, WASHINGTON, CALIFORNIA, AND THE UNITED STATES, 1923-1942* (1923=100)

Year	Oregon	Washington	California	Average Pacific	United States
1923	100	100	100	100	100
1924	104	102	111	108	107
1925	111	116	127	123	121
1926	115	124	128	125	127
1927	117	124	133	129	128
1928	124	126	135	132	135
1929	139	137	149	145	144
1930	130	134	153	146	138
1931	99	100	129	120	120
1932	81	79	105	97	96
1933	67	65	89	82	85
1934	70	75	97	90	94
1935	75	72	104	94	94
1936	84	81	106	99	95
1937	92	80	110	102	97
1938	79	77	100	92	84
1939	78	72	96	90	82
1940	77	74	98	91	84
1941	89	92	113	106	94
1942	80	91	106	92	82

*Computed from sales data provided by the Life Insurance Sales Research Bureau.

APPENDIX II

INDEXES OF THE VOLUME OF ORDINARY LIFE-INSURANCE SALES AND THE PHYSICAL VOLUME OF INDUSTRIAL PRODUCTION IN THE UNITED STATES, 1923-1942* (1923=100)

Year	Insurance Sales	Industrial Production
1923	100	100
1924	107	93
1925	121	102
1926	127	109
1927	128	108
1928	135	113
1929	144	125
1930	138	103
1931	120	85
1932	96	66
1933	85	78
1934	94	85
1935	94	99
1936	95	117
1937	97	128
1938	84	101
1939	82	123
1940	84	140
1941	94	177
1942	82	205

*Calculations based on data supplied by the Life Insurance Sales Research Bureau, and the *Federal Reserve Bulletin* index of physical volume of industrial production.

APPENDIX III

VOLUME OF ORDINARY LIFE-INSURANCE SALES BY REGIONS, 1923-1942*
(Millions of dollars)

Year	United States	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific Coast
1923	7,743.6	545.9	2,102.3	1,690.5	855.2	725.2	400.3	616.7	201.2	606.3
1924	8,300.3	588.3	2,386.8	1,795.0	859.7	742.4	396.8	655.8	214.3	661.2
1925	9,442.6	661.9	2,728.4	2,010.3	995.6	875.5	450.6	742.4	233.9	744.0
1926	9,838.6	696.0	2,849.5	2,125.8	1,021.9	905.2	463.6	764.6	240.5	761.5
1927	9,955.7	698.9	2,938.2	2,206.4	1,010.4	903.9	454.7	720.7	238.2	784.3
1928	10,423.7	744.6	3,123.1	2,329.9	1,053.3	896.7	469.5	755.3	249.6	801.7
1929	11,225.8	791.5	3,382.9	2,561.8	1,116.3	929.9	484.1	799.1	278.1	882.1
1930	10,751.9	759.4	3,328.3	2,387.5	1,083.3	903.0	436.2	699.9	263.8	890.5
1931	9,376.3	713.3	3,009.6	2,085.8	916.4	792.5	342.0	574.9	214.2	726.6
1932	7,532.2	578.6	2,422.6	1,680.8	709.1	619.4	270.2	492.3	169.1	590.1
1933	6,606.2	536.2	2,032.6	1,478.2	654.6	539.5	263.5	461.3	143.6	496.7
1934	7,282.4	553.2	2,214.0	1,640.4	711.5	636.2	276.4	533.0	173.6	544.1
1935	7,381.1	541.0	2,175.6	1,641.4	706.4	653.2	281.2	530.7	176.8	574.8
1936	7,344.3	545.7	2,153.1	1,658.2	713.1	657.5	278.4	539.3	198.2	600.8
1937	7,533.5	561.6	2,162.0	1,733.0	730.9	675.2	294.3	555.2	202.9	618.4
1938	6,526.6	454.6	1,845.8	1,389.5	672.9	598.5	258.2	571.9	180.8	554.4
1939	6,425.6	495.2	1,744.9	1,448.3	655.2	606.0	253.8	502.6	177.7	541.9
1940	6,564.2	493.2	1,788.5	1,508.3	640.0	651.0	255.0	503.2	173.6	551.4
1941	7,319.0	581.5	1,980.2	1,677.5	678.8	738.7	297.0	537.2	183.2	644.9
1942	6,331.8	501.0	1,673.3	1,429.8	623.2	617.9	254.8	456.8	167.6	607.4
Ave.	8,189.8	602.1	2,402.1	1,823.9	820.4	733.4	344.1	600.6	204.0	659.2

* Life Insurance Research Bureau.

APPENDIX IV

REGIONAL GROUPING OF STATES

I. <i>New England</i> Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont	II. <i>Middle Atlantic</i> New Jersey New York Pennsylvania	III. <i>East North Central</i> Illinois Indiana Michigan Ohio Wisconsin
IV. <i>West North Central</i> Iowa Kansas Minnesota Missouri Nebraska North Dakota South Dakota	V. <i>South Atlantic</i> Delaware District of Columbia Florida Georgia Maryland North Carolina South Carolina Virginia West Virginia	VI. <i>East South Central</i> Alabama Kentucky Mississippi Tennessee
VII. <i>West South Central</i> Arkansas Louisiana Oklahoma Texas	VIII. <i>Mountain</i> Arizona Colorado Idaho Montana Nevada New Mexico Utah Wyoming	IX. <i>Pacific</i> California Oregon Washington

APPENDIX V

PER CAPITA INCOME PAYMENTS, 1929-1940*

<i>Year</i>	<i>Oregon</i>	<i>Washington</i>	<i>California</i>	<i>United States</i>
1929	\$658	\$694	\$968	\$677
1930	568	642	877	606
1931	477	518	749	512
1932	362	391	575	394
1933	343	379	540	372
1934	394	438	594	426
1935	449	477	692	461
1936	534	578	750	531
1937	562	598	787	560
1938	522	570	729	511
1939	552	604	765	541
1940	586	633	819	573
Ave.	500.58	543.50	737.08	513.67

*Survey of Current Business (Aug. 1941), p. 14.