

The Sentinel-News

Business Barometer

BANK CLEARINGS (Debits)

(SOURCE: Bank of America, County Bank of Santa Cruz, East Santa Cruz, Felton and Soquel; Farmers & Merchants National Bank.)

	Nov. '55	Nov. '54
Total debits -----	22,857,039	\$19,807,760

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz.)

	Nov. '55	Nov. '54
Total valuation -----	\$274,478	\$258,850
New residential -----	\$168,069	\$152,873
Number of new residential -----	16	11
New non-residential -----	\$ 55,598	\$ 42,920

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Nov. '55	Nov. '54
Number in S. C. district -----	24,643	23,899

(NOTE: A change in billing methods includes domestic users only since November, 1954.)

WATER CUSTOMERS

(SOURCE: Water department, City of Santa Cruz.)

	Oct. '55	Oct. '54
Number billed -----	5,815	5,659
Amount billed -----	\$ 40,335	\$ 37,455

(NOTE: Water bills are sent out on a bi-monthly basis and the number quoted reflects roughly half of the total number of customers of the city water department in and out of the city.)

POSTAL RECEIPTS

(SOURCE: Postmaster, Santa Cruz.)

	Nov. '55	Nov. '54
Total receipts -----	\$ 33,594	\$ 28,872

TELEPHONE SUBSCRIBERS

(SOURCE: Santa Cruz office, Pacific Telephone and Telegraph Company.)

	Oct. '55	Oct. '54
Total stations -----	19,775	18,426
Gain over previous month -----	-26	0

(NOTE: This includes subscribers in Santa Cruz, Aptos, Ben Lomond, Boulder Creek and Felton Exchanges.)

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	Nov. '55	Nov. '54
Total births -----	108	127
Total stillbirths -----	4	0
Total deaths -----	71	73

(NOTE: Totals cover entire County of Santa Cruz.)

UNEMPLOYMENT CLAIMS

(Source: Local office, California Dept. of Employment.)

	Nov. '55	Nov. '54
New claims -----	410	679
Average weekly claims -----	299	625

SENTINEL-NEWS CIRCULATION

	Nov. '55	Nov. '54
Average paid circulation -----	12,777	12,792