

The Sentinel-News 5-22-56

Business Barometer

BANK CLEARINGS (Debits)

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

	April, 1956	April, 1955
Total debits -----	\$24,136,959	\$20,773,466

CITY BUILDING

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

	April, '56	April, '55
Total valuation -----	\$632,997	\$391,466
New residential -----	\$314,941	\$262,830
Number of new residential -----	24	23
New non-residential -----	\$ 20,060	\$ 71,159

COUNTY BUILDING

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

	April, '56	April, '55
Total valuation -----	\$681,846	
New residential -----	\$428,756	
Number of new residential -----	44	
New non-residential -----	\$253,090	

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	April, '56	April, '55
Number in S. C. District -----	24,703	24,161

(NOTE: Includes domestic users only.)

WATER CUSTOMERS

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

	March, '56	March, '55
Number billed -----	6,242	6,133
Amount billed -----	\$ 22,911	\$ 21,271

(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.)

	April, '56	April, '55
Total receipts -----	\$ 30,971	\$ 28,737

TELEPHONE SUBSCRIBERS

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

	March, '56	March, '55
Total stations -----	20,269	18,665
Gain over previous month -----	196	17

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	April, '56	April, '55
Total births -----	130	122
Total stillbirths -----	4	2
Total deaths -----	82	76

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

UNEMPLOYMENT CLAIMS

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

	April, '56	April, '55
New claims -----	191	232
Average weekly claims -----	354	547

SENTINEL-NEWS CIRCULATION

	April, '56	April, '55
Average paid circulation -----	12,928	13,005