

The Sentinel-News Business Barometer

BANK CLEARINGS (Debits)

(SOURCE: Bank of America, Citizens' Commercial and Savings Bank, Soquel; County First National Bank; County First Savings Bank, Santa Cruz and Felton; Farmers' & Merchants' National Bank.)

	Feb. '54	Feb. '53
Total Debits -----	\$17,965,643.64	\$16,209,270.92

CITY BUILDING

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

	Feb. '54	Feb. '53
Total Valuation -----	\$292,405	\$185,779
New residential -----	165,866	120,214
Number of new residential -----	12	13
New non-residential -----	\$ 96,180	\$ 18,621
New TV aerials -----	45	41

ELECTRICITY CUSTOMERS

(SOURCE: Coast Counties Gas and Electric Company.)

	Feb. '54	Feb. '53
Number in S. C. District -----	23,538	22,962

WATER CUSTOMERS

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

	Feb. '54	Feb. '53
Number billed -----	5,404	5,904
Total amount billed -----	\$20,098.40	\$23,008.63

(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.)

	Feb. '54	Feb. '53
Total Receipts -----	\$25,786.25	\$24,117.00

TELEPHONE SUBSCRIBERS

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

	Jan. '54	Jan. '53
Total Stations -----	17,712	16,983
Station gain over previous month -----	(100)	(58)

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	Feb. '54	Feb. '53
Total Births -----	78	97
Total Stillbirths -----	1	1
Total Deaths -----	86	79

(NOTE: Totals cover entire County of Santa Cruz)

SENTINEL-NEWS CIRCULATION

	Feb. '54	Feb. '53
Total Paid Circulation -----	12,692	12,200