

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.)

	August 1955	August 1954
Total debits -----	\$23,359,798	\$21,735,215

CITY BUILDING

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

	Aug. '55	Aug. '54
Total valuation -----	\$307,048	\$355,539
New residential -----	\$235,258	\$146,040
Number of new residential -----	18	12
New non-residential -----	\$ 19,599	\$164,391
New TV aerals -----	4	6

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Aug. '55	Aug. '54
Number in S. C. district -----	24,597	24,284

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

WATER CUSTOMERS

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

	July '55	July '54
Number billed -----	6,301	6,121
Amount billed -----	\$ 44,546	\$ 41,450

(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.)

	Aug. '55	Aug. '54
Total receipts -----	\$ 31,334	\$ 30,429

TELEPHONE SUBSCRIBERS

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

	July '55	July '54
Total stations -----	19,761	18,321
Gain over previous month -----	239	97

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	Aug. '55	Aug. '54
Total births -----	108	116
Total stillbirths -----	3	1
Total deaths -----	77	83

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

UNEMPLOYMENT CLAIMS

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

	Aug. '55	Aug. '54
New claims -----	161	323
Average weekly claims -----	250	361

SENTINEL-NEWS CIRCULATION

	Aug. '55	Aug. '54
Average paid circulation -----	12,905	12,830