

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.)

	Feb. 1956	Feb. 1955
Total debits -----	\$22,462,518	\$19,237,766

CITY BUILDING

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

	Feb. '56	Feb. '55
Total valuation -----	\$654,707	\$460,721
New residential -----	\$190,388	\$241,931
Number of new residential -----	18	20
New non-residential -----	\$382,789	\$155,441

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Jan. 1956	Jan. 1955
	Feb. '56	Feb. '55
Number in S. C. district -----	24,260	23,909

(NOTE: Includes domestic users only.)

WATER CUSTOMERS

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

	Jan. '56	Jan. '55
Number billed -----	6,318	6,146
Amount billed -----	\$ 23,375	\$ 22,095

(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. '56	Feb. '55
Total receipts -----	\$ 29,260	\$ 25,411

TELEPHONE SUBSCRIBERS

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

	Jan. '56	Jan. '55
Total stations -----	19,965	18,542
Gain over previous month -----	16	92

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Feb. '56	Feb. '55
Total births -----	113	94
Total stillbirths -----	1	0
Total deaths -----	95	64

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

UNEMPLOYMENT CLAIMS

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

	Feb. '56	Feb. '55
New claims -----	361	462
Average weekly claims -----	767	1,030

SENTINEL-NEWS CIRCULATION

	Feb. '56	Feb. '55
Average paid circulation -----	13,063	12,946

Money Is Ready For Area Hotel Study