

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.)

	Jan. 1955	Jan. 1954
Total debits -----	\$20,446,954	\$21,216,515

CITY BUILDING

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

	Jan. 1955	Jan. 1954
Total valuation -----	\$ 176,693	\$ 234,085
New residential -----	104,030	190,354
Number of new residential ---	10	15
New non-residential -----	6,705	9,423
TV aerials -----	9	52

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Jan. 1955	Jan. 1954
Number in S. C. district -----	23,909	23,559

(NOTE: A recent change in billing methods includes domestic users only since Nov. '54. The Jan. '54 figure includes all users.)

WATER CUSTOMERS

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

	Dec. 1954	Dec. 1953
Number billed -----	5,616	5,494
Amount billed -----	\$ 23,801	\$ 23,218

(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.)

	Jan. 1955	Jan. 1954
Total receipts -----	\$ 26,761	\$ 29,915

TELEPHONE SUBSCRIBERS

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

	Dec. 1954	Dec. 1953
Total stations -----	18,450	17,612
Gain over previous month ---	31	23

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	Jan. 1955	Jan. 1954
Total births -----	112	86
Total stillbirths -----	1	1
Total deaths -----	75	71

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

SENTINEL-NEWS CIRCULATION

	Jan. 1955	Jan. 1954
Average paid circulation -----	12,830	12,712

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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. 1955	Feb. 1954
Total debits	\$18,041,402	\$17,965,643

CITY BUILDING

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

	Feb. 1955	Feb. 1954
Total valuation	\$ 460,721	\$ 292,405
New residential	241,931	165,866
Number of new residential ..	20	12
New non-residential	155,441	96,180
TV aerials	8	45

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Feb. 1955	Feb. 1954
Number in S. C. district	23,909	23,538

(NOTE: A recent change in billing methods includes domestic users only since Nov. '54. The Jan. '54 figure includes all users.)

WATER CUSTOMERS

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

	Jan. 1955	Jan. 1954
Number billed	5,585	5,951
Amount billed	\$ 19,504	\$ 22,321

(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. 1955	Feb. 1954
Total receipts	\$ 25,411	\$ 25,786

TELEPHONE SUBSCRIBERS

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

	Jan. 1955	Jan. 1954
Total stations	18,542	17,712
Gain over previous month ..	92	100

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	Feb. 1955	Feb. 1954
Total births	94	78
Total stillbirths	0	1
Total deaths	64	86

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

SENTINEL-NEWS CIRCULATION

	Feb. 1955	Feb. 1954
Average paid circulation	12,946	12,692