

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.)

	April 1955	April 1954
Total debits -----	\$19,509,114	\$20,532,256

CITY BUILDING

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

	April 1955	April 1954
Total valuation -----	\$ 391,466	\$ 300,184
New residential -----	262,830	239,100
Number of new residential ---	23	20
New non-residential -----	\$ 71,159	\$ 30,964
New TV aerials -----	7	28

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	April 1955	April 1954
Number in S. C. district -----	24,161	23,651

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

WATER CUSTOMERS

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

	March 1955	March 1954
Number billed -----	6,133	5,929
Amount billed -----	\$ 21,271	\$ 21,677

(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 1955	April 1954
Total receipts -----	\$ 28,737	\$ 29,664

TELEPHONE SUBSCRIBERS

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

	March 1955	March 1954
Total stations -----	18,665	17,828
Gain over previous month ---	17	23

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	April 1955	April 1954
Total births -----	122	108
Total stillbirths -----	2	1
Total deaths -----	76	66

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

UNEMPLOYMENT CLAIMS

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

	April 1955	April 1954
New claims -----	232	330
Average weekly claims -----	547	736

SENTINEL-NEWS CIRCULATION

	April 1955	April 1954
Average paid circulation -----	13,005	12,739

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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 aerials -----	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

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BANK CLEARINGS (Debits)

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

	Oct. '55	Oct. '54
Total debits -----	22,260,645	\$19,996,252

CITY BUILDING

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

	Oct. '55	Oct. '54
Total valuation -----	\$277,910	\$227,807
New residential -----	\$139,332	\$147,516
Number of new residential -----	12	13
New non-residential -----	\$ 98,755	\$ 16,214
New TV aerials -----	3	3

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Oct. '55	Oct. '54
Number in S. C. District -----	24,666	24,263

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

WATER CUSTOMERS

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

	Sept. '55	Sept. '54
Number billed -----	6,338	6,076
Amount billed -----	\$ 47,545	\$ 46,438

(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.)

	Oct. '55	Oct. '54
Total receipts -----	\$ 30,841	\$ 29,217

TELEPHONE SUBSCRIBERS

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

	Sept. '55	Sept. '54
Total stations -----	19,801	18,426
Gain over previous month -----	86	-3

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	Oct. '55	Oct. '54
Total births -----	126	122
Total stillbirths -----	3	2
Total deaths -----	68	52

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

UNEMPLOYMENT CLAIMS

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

	Oct. '55	Oct. '54
New claims -----	287	355
Average weekly claims -----	111	293

SENTINEL-NEWS CIRCULATION

	Oct. '55	Oct. '54
Average paid circulation -----	12,867	12,767