

The Sentinel-News

Business Barometer

BANK CLEARINGS (Debits)

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

	June, 1954	June, 1953
Total Debits -----	\$21,512,905	\$18,546,692

CITY BUILDING

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

	June, 1954	June, 1953
Total valuation -----	\$ 313,793	\$ 193,117
New residential -----	217,236	106,772
Number of new residential -----	(19)	(11)
New non-residential -----	46,428	34,738
New TV aerals -----	(14)	(32)

	Fiscal Year 1953-54	Fiscal Year 1952-53
New TV Aerials -----	(728)	(384)
Total valuation -----	\$ 4,819,725	\$ 3,388,607
New residential -----	2,306,307	1,345,573
Number of new residential -----	(197)	(136)
New non-residential -----	1,807,505	1,200,050

ELECTRICITY CUSTOMERS

(SOURCE: Coast Counties Gas and Electric Company.)

	June, 1954	June, 1953
Number in S.C. district -----	23,939	23,368

WATER CUSTOMERS

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

	May, 1954	May, 1953
Number billed -----	6,061	5,961
Total amount billed -----	\$ 44,998	\$ 28,806

(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.)

	June, 1954	June, 1953
Total receipts -----	\$ 31,191	\$ 29,303

TELEPHONE SUBSCRIBERS

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

	May, 1954	May, 1953
Total stations -----	18,041	17,360
Station gain over previous month -----	(68)	(130)

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	June, 1954	June, 1953
Total births -----	121	124
Total stillbirths -----	3	2
Total deaths -----	87	67

(NOTE: Totals cover entire County of Santa Cruz)

SENTINEL-NEWS CIRCULATION

	June, 1954	June, 1953
Total paid circulation -----	12,693	12,138