

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.)

	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