

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.)

	July, 1954	July, 1953
Total Debits -----	\$22,311,684	\$22,171,270

CITY BUILDING

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

	July, 1954	July, 1953
Total valuation -----	\$ 223,016	\$ 505,280
New residential -----	154,544	384,633
Number of new residential -----	(16)	(38)
New non-residential -----	25,946	50,512
New TV aerials -----	(22)	(38)

ELECTRICITY CUSTOMERS

(SOURCE: Coast Counties Gas and Electric Company.)

	July, 1954	July, 1953
Number in S.C. district -----	24,193	23,516

WATER CUSTOMERS

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

	June, 1954	June, 1953
Number billed -----	5,507	5,433
Total amount billed -----	\$ 26,988	\$ 27,308

(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.)

	July, 1954	July, 1953
Total receipts -----	\$ 31,709	\$ 31,574

TELEPHONE SUBSCRIBERS

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

	June, 1954	June, 1953
Total stations -----	18,234	17,364
Station gain over previous month	(193)	(4)

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health department.)

	July, 1954	July, 1953
Total births -----	112	121
Total stillbirths -----	1	0
Total deaths -----	67	68

(NOTE: Totals cover entire County of Santa Cruz)

SENTINEL-NEWS CIRCULATION

	July, 1954	July, 1953
Total paid circulation -----	12,830	12,234