

Weather Report

Temperature for the 24-hour period ending at 8 a. m. today — Maximum 60, minimum 51.

Monterey Bay Area — Night and morning overcast, otherwise fair through tomorrow; little temperature change; west winds, 11-22 m.p.h.

101st Year—No. 96

Entered as second class matter at the Post Office of Santa Cruz, California

Knight U

The Sentinel Business Barometer

BANK CLEARINGS (Debits)

(Source: Bank of America, main branch; Bank of America, East Santa Cruz branch; County Bank of Santa Cruz, East Santa Cruz branch, Felton and Soquel; Farmers and Merchants National Bank.)

	March '57	March '56
Total debits	\$23,207,027	\$23,462,427

CITY BUILDING

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

	March '57	March '56
Total valuation	\$317,117	\$452,195
New residential	\$194,323	\$266,653
Number of new residential	20	20
New non-residential	\$ 58,727	\$102,251

COUNTY BUILDING

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

	March '57	March '56
Total valuation	\$488,201	\$311,703
New residential	\$296,608	\$223,662
Number of new residential	27	22
New non-residential	\$191,593	\$ 88,041

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	March '57	March '56
Number in S. C. District	25,274	24,653

WATER CUSTOMERS

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

	Feb. '57	Feb. '56
Number billed	5,851	5,736
Amount billed	\$ 23,550	\$ 21,691

(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.)

	March '57	March '56
Total receipts	\$ 29,968	\$ 32,708

TELEPHONE SUBSCRIBERS

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

	Feb. '57	Feb. '56
Total stations	21,882	20,073
Gain over previous month	114	108

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	March '57	March '56
Total births	136	137
Total stillbirths	2	1
Total deaths	101	100

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

UNEMPLOYMENT CLAIMS

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

	March '57	March '56
New claims	389	242
Average weekly claims	1,025	595

THE SENTINEL CIRCULATION

	March '57	March '56
Average paid circulation	13,625	13,002