

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, Soquel and Boulder Creek; Farmers and Merchants National Bank.)

	Feb. '58	Feb. '57
Total debits -----	\$23,543,630	\$23,041,384

CITY BUILDING

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

	Feb. '58	Feb. '57
Total valuation -----	\$165,561	\$198,882
New residential -----	\$ 53,726	\$ 75,258
Number of new residential -----	5	6
New non-residential -----	\$ 44,990	\$ 89,465

COUNTY BUILDING

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

	Feb. '58	Feb. '57
Total valuation -----	\$530,784	\$448,728
New residential -----	\$283,668	\$283,382
Number of new residential -----	28	28
New non-residential -----	\$247,116	\$165,346

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Feb. '58	Feb. '57
Number in S. C. District -----	25,828	25,239

WATER CUSTOMERS

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

	Feb. '58	Feb. '57
Number billed -----	5,795	5,851
Amount billed -----	\$ 22,804	\$ 23,550

(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.)

	Feb. '58	Feb. '57
Total receipts -----	\$ 28,875	\$ 29,382

TELEPHONE SUBSCRIBERS

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

	Jan. '58	Jan. '57
Total stations -----	23,412	21,768
Gain over previous month -----	99	97

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Feb. '58	Feb. '57
Total births -----	106	97
Total stillbirths -----	3	1
Total deaths -----	72	65

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

UNEMPLOYMENT CLAIMS

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

	Feb. '58	Feb. '57
New claims -----	916	521
Average weekly claims -----	1,428	997

THE SENTINEL CIRCULATION

	Feb. '58	Feb. '57
Average paid circulation -----	13,975	13,510