

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. '59	Feb. '58
Total Debits	\$28,157,108	\$23,543,630

CITY BUILDING

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

	Feb. '59	Feb. '58
Total Valuation	\$252,306	\$165,561
New residential	\$158,604	\$ 53,726
Number of new residential	14	5
New non-residential	\$ 68,994	\$ 44,990

COUNTY BUILDING

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

	Feb. '59	Feb. '58
Total valuation	\$819,758	\$530,784
New residential	\$420,088	\$283,668
Number of new residential	42	28
New non-residential	\$399,670	\$247,166

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Feb. '59	Feb. '58
Number in S. C. District	26,465	25,828

WATER CUSTOMERS

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

	Feb. '59	Feb. '58
Number billed	5,927	5,795
Amount billed	\$ 31,951	\$ 22,804

(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. '59	Feb. '58
Total receipts	\$ 42,741	\$ 28,875

TELEPHONE SUBSCRIBERS

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

	Jan. '59	Jan. '58
Total stations	25,367	23,412
Gain over previous month	231	99

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Feb. '59	Feb. '58
Total births	125	106
Total stillbirths	3	3
Total deaths	91	72

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

UNEMPLOYMENT CLAIMS

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

	Feb. '59	Feb. '58
New claims	904	916
Average weekly claims	967	1,428

THE SENTINEL CIRCULATION

	Feb. '59	Feb. '58
Average paid circulation	14,427	13,975