

# 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.)

	Jan. '58	Jan. '57
Total debits -----	\$30,412,834	\$29,555,700

## CITY BUILDING

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

	Jan. '58	Jan. '57
Total valuation -----	\$176,795	\$372,109
New residential -----	\$ 99,169	\$167,904
Number of new residential -----	8	12
New non-residential -----	\$ 35,476	\$ 80,690

## COUNTY BUILDING

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

	Jan. '58	Jan. '57
Total valuation -----	\$475,519	\$536,608
New residential -----	\$337,252	\$413,677
Number of new residential -----	35	37
New non-residential -----	\$138,267	\$122,391

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Jan. '58	Jan. '57
Number in S. C. District -----	25,817	25,225

## WATER CUSTOMERS

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

	Jan. '58	Jan. '57
Number billed -----	6,394	6,142
Amount billed -----	\$ 25,520	\$ 28,109

(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.)

	Jan. '58	Jan. '57
Total Receipts -----	\$ 32,540	\$ 31,669

## TELEPHONE SUBSCRIBERS

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

	Dec. '57	Dec. '56
Total stations -----	23,313	21,671
Gain over previous month -----	96	145

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Jan. '58	Jan. '57
Total births -----	81	139
Total stillbirths -----	5	1
Total deaths -----	117	89

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

## UNEMPLOYMENT CLAIMS

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

	Jan. '58	Jan. '57
New claims -----	752	785
Average weekly claims -----	1,072	723

## THE SENTINEL CIRCULATION

	Jan. '58	Jan. '57
Average paid circulation -----	13,830	13,334