

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.)

	August '58	August '57
Total Debits -----	\$28,975,719	\$27,751,647

CITY BUILDING

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

	August '58	August '57
Total Valuation -----	\$361,576	\$338,305
New residential -----	\$291,033	\$114,284
Number of new residential -----	20	10
New non-residential -----	\$ 51,750	\$ 43,904

COUNTY BUILDING

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

	August '58	August '57
Total valuation -----	\$709,786	\$557,717
New residential -----	\$528,038	\$401,896
Number of new residential -----	56	43
New non-residential -----	\$181,748	\$155,821

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	August '58	August '57
Number in S.C. district -----	26,377	25,885

WATER CUSTOMERS

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

	August '58	August '57
Number billed -----	5,944	5,900
Amount billed -----	\$ 44,009	\$ 43,727

(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.)

	August '58	August '57
Total receipts -----	\$ 43,098	\$ 30,542

TELEPHONE SUBSCRIBERS

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

	July '58	July '57
Total stations -----	24,746	22,783
Gain over previous month -----	206	44

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	August '58	August '57
Total births -----	140	125
Total stillbirths -----	0	2
Total deaths -----	90	87

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

UNEMPLOYMENT CLAIMS

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

	August '58	August '57
New claims -----	293	216
Average weekly claims -----	595	494

THE SENTINEL CIRCULATION

	August '58	August '57
Average paid circulation -----	14,450	14,348