

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.)

	March '59	March '58
Total Debits	\$31,384,334	\$25,013,516

CITY BUILDING

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

	March '59	March '58
Total Valuation	\$ 375,927	\$ 215,104
New residential	\$ 320,958	\$ 134,396
Number of new residential	23	11
New non-residential	\$ 16,444	\$ 24,384

COUNTY BUILDING

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

	March '59	March '58
Total valuation	\$1,019,670	\$ 540,823
New residential	\$ 717,647	\$ 283,760
Number of new residential	61	31
New non-residential	\$ 302,023	\$ 257,063

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	March '59	March '58
Number in S. C. district	26,515	25,891

WATER CUSTOMERS

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

	March '59	March '58
Number billed	6,479	6,093
Amount billed	\$ 42,019	\$ 22,309

(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 '59	March '58
Total receipts	\$ 40,695	\$ 33,224

TELEPHONE SUBSCRIBERS

(SOURCE: Santa Cruz office, Pacific T. & T. Company.)

	Feb. '59	Feb. '58
Total stations	25,470	23,526
Gain over previous month	103	114

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	March '59	March '58
Total births	102	142
Total stillbirths	0	4
Total deaths	102	94

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

UNEMPLOYMENT CLAIMS

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

	March '59	March '58
New claims	470	475
Average weekly claims	1,091	1,478

THE SENTINEL CIRCULATION

	March '59	March '58
Average paid circulation	14,709	14,097

Kidnapped Contractor Found