

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.)

	Oct. '57	Oct. '56
Total debits -----	\$26,664,726	\$25,548,309

CITY BUILDING

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

	Oct. '57	Oct. '56
Total valuation -----	\$1,082,931	\$271,804
New residential -----	\$ 207,158	\$121,628
Number of new residential -----	14	12
New non-residential -----	\$ 825,730	\$ 69,118

COUNTY BUILDING

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

	Oct. '57	Oct. '56
Total valuation -----	\$634,111	\$557,791
New residential -----	\$349,829	\$263,229
Number of new residential -----	33	28
New non-residential -----	\$284,282	\$294,562

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Oct. '57	Oct. '56
Number in S. C. district -----	25,858	25,211

WATER CUSTOMERS

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

	Oct. '57	Oct. '56
Number billed -----	5,851	5,858
Amount billed -----	\$ 39,862	\$ 37,985

(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.)

	Oct. '57	Oct. '56
Total receipts -----	\$ 32,992	\$ 32,707

TELEPHONE SUBSCRIBERS

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

	Sept. '57	Sept. '56
Total stations -----	23,016	21,367
Gain over previous month -----	-12	8

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Oct. '57	Oct. '56
Total births -----	152	111
Total stillbirths -----	1	3
Total deaths -----	87	86

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

UNEMPLOYMENT CLAIMS

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

	Oct. '57	Oct. '56
New claims -----	654	298
Average weekly claims -----	255	102

THE SENTINEL CIRCULATION

	Oct. '57	Oct. '56
Average paid circulation -----	13,835	13,166