

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.)

	May '58	May '57
Total debits -----	\$26,377,808	\$27,145,294

CITY BUILDING

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

	May '58	May '57
Total valuation -----	\$662,967	\$282,450
New residential -----	\$392,786	\$152,230
Number of new residential -----	19	11
New non-residential -----	\$221,704	\$ 28,430

COUNTY BUILDING

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

	May '58	May '57
Total valuation -----	\$737,058	\$457,520
New residential -----	\$520,982	\$309,814
Number of new residential -----	47	35
New non-residential -----	\$216,076	\$147,679

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	May '58	May '57
Number in S. C. District -----	26,007	25,483

WATER CUSTOMERS

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

	May '58	May '57
Number billed -----	6428	6397
Amount billed -----	\$ 30,872	\$ 31,738

(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.)

	May '58	May '57
Total receipts -----	\$ 30,936	\$ 29,277

TELEPHONE SUBSCRIBERS

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

	April '58	April '57
Total stations -----	23,876	22,241
Gain over the previous month -----	160	196

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	May '58	May '57
Total birth -----	75	121
Total stillbirths -----	0	4
Total deaths -----	58	74

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

UNEMPLOYMENT CLAIMS

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

	May '58	May '57
New claims -----	426	483
Average weekly claims -----	1094	767

THE SENTINEL CIRCULATION

	May '58	May '57
Average paid circulation -----	14,177	13,635