

12-5-58 Army Is

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. '58	Oct. '57
Total Debits	\$31,636,572	\$26,664,726

CITY BUILDING

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

	Oct. '58	Oct. '57
Total Valuation	\$826,947	\$1,082,931
New residential	\$606,228	\$ 207,158
Number of new residential	38	14
New non-residential	\$179,599	\$ 825,730

COUNTY BUILDING

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

	Oct. '58	Oct. '57
Total valuation	\$700,963	\$ 634,111
New residential	\$468,540	\$ 349,829
Number of new residential	50	33
New non-residential	\$232,423	\$ 284,282

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Oct. '58	Oct. '57
Number in S. C. district	26,397	25,858

WATER CUSTOMERS

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

	Oct. '58	Oct. '57
Number billed	5,992	5,851
Amount billed	\$ 43,848	\$ 39,862

(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. '58	Oct. '57
Total receipts	\$ 41,031	\$ 32,992

TELEPHONE SUBSCRIBERS

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

	Sept. '58	Sept. '57
Total stations	24,831	23,016
Gain over previous month	-92	-12

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Oct. '58	Oct. '57
Total births	104	152
Total stillbirths	5	1
Total deaths	85	87

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

UNEMPLOYMENT CLAIMS

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

	Oct. '58	Oct. '57
New claims	426	654
Average weekly claims	400	255

THE SENTINEL CIRCULATION

	Oct. '58	Oct. '57
Average paid circulation	14,282	13,835