

The Sentinel

Business Barometer

BANK CLEARINGS (Debits)

(SOURCE: Bank of America, County Bank of Santa Cruz, East Santa Cruz, Felton and Soquel; Farmers & Merchants National Bank.)

	June 1956	June 1955
Total debits -----	\$22,335,347	\$21,699,398

CITY BUILDING

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

	June '56	June '55
Total valuation -----	\$362,158	\$333,071
New residential -----	134,889	258,070
Number of new residential -----	11	24
New non-residential -----	165,533	14,763

COUNTY BUILDING

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

	June '56	June '55
Total valuation -----	\$447,888	
New residential -----	\$301,984	
Number of new residential -----	35	
New non-residential -----	\$145,904	

(NOTE: County building records were started in March, 1956. Prior building statistics are unavailable.)

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	June '56	June '55
Number in S. C. District -----	24,957	24,459

(NOTE: Includes domestic users only.)

WATER CUSTOMERS

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

	May 1956	May 1955
Number billed -----	6,287	6,205
Amount billed -----	\$ 31,255	\$ 29,361

(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.)

	June '56	June '55
Total receipts -----	\$ 30,786	\$ 32,463

TELEPHONE SUBSCRIBERS

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

	May 1956	May 1955
Total stations -----	20,731	19,196
Gain over previous month -----	233	396

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	June '56	June '55
Total births -----	129	116
Total stillbirths -----	0	1
Total deaths -----	76	89

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

UNEMPLOYMENT CLAIMS

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

	June '56	June '55
New claims -----	181	158
Average weekly claims -----	265	445

THE SENTINEL CIRCULATION

	June '56	June '55
Average paid circulation -----	12,929	13,067