

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.)

	Nov. '57	Nov. '56
Total debits -----	\$25,144,080	\$25,173,697

CITY BUILDING

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

	Nov. '57	Nov. '56
Total valuation -----	\$313,876	\$373,032
New residential -----	161,584	163,496
Number of new residential -----	13	12
New non-residential -----	121,660	41,961

COUNTY BUILDING

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

	Nov. '57	Nov. '56
Total valuation -----	\$361,425	\$596,801
New residential -----	254,436	231,556
Number of new residential -----	28	26
New non-residential -----	106,989	365,245

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Nov. '57	Nov. '56
Number in S. C. district -----	25,845	25,215

WATER CUSTOMERS

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

	Nov. '57	Nov. '56
Number billed -----	6,473	6,227
Amount billed -----	\$ 32,516	\$ 30,790

(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.)

	Nov. '57	Nov. '56
Total receipts -----	\$ 32,992	\$ 33,794

TELEPHONE SUBSCRIBERS

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

	Oct. '57	Oct. '56
Total stations -----	23,077	21,456
Gain over previous month -----	61	89

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Nov. '57	Nov. '56
Total births -----	113	135
Total stillbirths -----	2	
Total deaths -----	70	80

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

UNEMPLOYMENT CLAIMS

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

	Nov. '57	Nov. '56
New claims -----	546	354
Average weekly claims -----	610	246

THE SENTINEL CIRCULATION

	Nov. '57	Nov. '56
Average paid circulation -----	13,865	13,234