

6-2-57

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 and Soquel; Farmers and Merchants National Bank.)

	April '57	April '56
Total debits	\$29,398,461	\$24,136,959

CITY BUILDING

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

	April '57	April '56
Total valuation	\$469,562	\$632,997
New residential	\$363,224	\$314,941
Number of new residential	13	24
New non-residential	\$ 76,538	\$ 20,060

COUNTY BUILDING

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

	April '57	April '56
Total valuation	\$813,011	\$681,846
New residential	\$537,208	\$428,756
Number of new residential	57	44
New non-residential	\$275,803	\$253,090

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	April '57	April '56
Number in S. C. district	25,354	24,703

WATER CUSTOMERS

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

	March '57	March '56
Number billed	6,285	6,242
Amount billed	\$ 22,340	\$ 22,911

(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.)

	April '57	April '56
Total receipts	\$ 28,942	\$ 30,971

TELEPHONE SUBSCRIBERS

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

	March '57	March '56
Total stations	22,045	20,269
Gain over previous month	163	196

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	April '57	April '56
Total births	132	130
Total stillbirths	3	4
Total deaths	80	82

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

UNEMPLOYMENT CLAIMS

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

	April '57	April '56
New claims	368	191
Average weekly claims	606	354

THE SENTINEL CIRCULATION

	April '57	April '56
Average paid circulation	13,610	12,928

Recount To Be Sought As