

12-59

The Sentinel Business Barometer

BANK CLEARINGS (Debits)

(Source: Bank of America, downtown 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. '59	Nov. '58
Total Debits -----	\$36,266,141	\$28,432,630

CITY BUILDING

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

	Nov. '59	Nov. '58
Total Valuation -----	\$517,718	\$779,951
New Residential -----	\$278,035	\$119,640
Number New Residential -----	19	12
New non-residential -----	\$210,623	\$610,262

COUNTY BUILDING

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

	Nov. '59	Nov. '58
Total valuation -----	\$674,036	\$639,332
New residential -----	\$459,563	\$495,372
Number of new residential -----	40	45
New non-residential -----	\$214,473	\$143,860

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Nov. '59	Nov. '58
Number in S. C. district -----	27,560	26,397

WATER CUSTOMERS

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

	Nov. '59	Nov. '58
Number billed -----	6,648	6,549
Amount billed -----	\$ 63,629	\$ 41,189

(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. '59	Nov. '58
Total Receipts -----	\$ 42,068	\$ 40,242

TELEPHONE SUBSCRIBERS

(SOURCE: Santa Cruz office, Pacific T. & T. Company.)

	Oct. '59	Oct. '58
Total stations -----	27,141	24,940
Gain over previous month -----	205	109

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Nov. '59	Nov. '58
Total births -----	117	137
Total stillbirths -----	6	2
Total deaths -----	82	95

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

UNEMPLOYMENT CLAIMS

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

	Nov. '59	Nov. '58
New claims -----	512	430
Average weekly claims -----	520	515

THE SENTINEL CIRCULATION

	Nov. '59	Nov. '58
Average paid circulation -----	14,697	14,413