

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.)

	Sept. '58	Sept. '57
Total Debits -----	\$29,380,748	\$27,288,935

CITY BUILDING

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

	Sept. '58	Sept. '57
Total valuation -----	\$ 361,576	\$430,960
New residential -----	\$ 291,033	\$158,112
Number of new residential -----	20	8
New non-residential -----	\$ 51,750	\$206,124

COUNTY BUILDING

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

	Sept. '58	Sept. '57
Total valuation -----	\$1,144,418	\$484,585
New residential -----	\$ 543,254	\$266,340
Number of new residential -----	57	32
New non-residential -----	\$ 601,160	\$218,245

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Sept. '58	Sept. '57
Number in S. C. district -----	25,380	25,896

WATER CUSTOMERS

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

	Sept. '58	Sept. '57
Number billed -----	6,537	6,515
Amount billed -----	\$ 51,841	\$ 51,490

(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.)

	Sept. '58	Sept. '57
Total receipts -----	\$ 37,938	\$ 29,030

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.)

	Sept. '58	Sept. '57
Total births -----	162	125
Total stillbirths -----	2	2
Total deaths -----	68	52

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

UNEMPLOYMENT CLAIMS

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

	Sept. '58	Sept. '57
New claims -----	362	176
Average weekly claims -----	466	266

THE SENTINEL CIRCULATION

	Sept. '58	Sept. '57
Average paid circulation -----	14,369	13,944