

6-5-58

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.)

	April '58	April '57
Total debits	\$26,826,584	\$29,398,461

CITY BUILDING

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

	April '58	April '57
Total valuation	\$362,791	\$469,562
New residential	\$269,762	\$363,224
Number of new residential	21	13
New non-residential	\$ 21,908	\$ 76,538

COUNTY BUILDING

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

	April '58	April '57
Total valuation	\$866,184	\$813,011
New residential	\$594,156	\$537,208
Number of new residential	60	57
New non-residential	\$272,028	\$275,803

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	April '58	April '57
Number in S. C. District	25,904	25,354

WATER CUSTOMERS

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

	April '58	April '57
Number billed	5,698	5,729
Amount billed	\$ 21,495	\$ 23,419

(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 '58	April '57
Total receipts	\$ 31,526	\$ 28,942

TELEPHONE SUBSCRIBERS

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

	March '58	March '57
Total stations	23,716	22,045
Gain over previous month	190	163

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	April '58	April '57
Total births	133	132
Total stillbirths	0	3
Total deaths	87	80

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

UNEMPLOYMENT CLAIMS

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

	April '58	April '57
New claims	825	368
Average weekly claims	1,274	606

THE SENTINEL CIRCULATION

	April '58	April '57
Average paid circulation	14,362	13,610