

# 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.)

May '59    May '58

Total Debits ----- \$32,418,355    \$26,377,808

## CITY BUILDING

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

May '59    May '58

Total Valuation ----- \$1,134,577    \$ 662,967

New residential ----- \$ 946,254    \$ 392,786

Number of new residential ----- 48    19

New non-residential ----- \$ 158,771    \$ 221,704

## COUNTY BUILDING

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

May '59    May '58

Total valuation ----- \$1,074,521    \$ 737,058

New residential ----- \$ 738,542    \$ 520,982

Number of new residential ----- 65    47

New non-residential ----- \$ 335,979    \$ 216,076

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

May '59    May '58

Number in S. C. district ----- 26,725    26,007

## WATER CUSTOMERS

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

May '59    May '58

Number billed ----- 6,486    6,428

Amount billed ----- \$ 63,539    \$ 30,872

(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.)

May '59    May '58

Total receipts ----- \$ 40,019    \$ 30,936

## TELEPHONE SUBSCRIBERS

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

April '59    April '58

Total stations ----- 25,788    23,876

Gain over previous month ----- 318    160

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

May '59    May '58

Total births ----- 173    75

Total stillbirths ----- 0    0

Total deaths ----- 94    58

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

## UNEMPLOYMENT CLAIMS

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

May '59    May '58

New laims ----- 486    426

Average weekly claims ----- 826    1,094

## THE SENTINEL CIRCULATION

May '59    May '58

Average paid circulation ----- 15,074    14,177