

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.)

	March '58	March '57
Total debits -----	\$25,013,516	\$23,207,027

CITY BUILDING

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

	March '58	March '57
Total valuation -----	\$215,104	\$317,117
New residential -----	\$134,396	\$194,323
Number of new residential -----	11	20
New non-residential -----	\$ 24,384	\$ 58,727

COUNTY BUILDING

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

	March '58	March '57
Total valuation -----	\$540,823	\$488,201
New residential -----	\$283,760	\$296,608
Number of new residential -----	31	27
New non-residential -----	\$257,063	\$191,593

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	March '58	March '57
Number in S. C. district -----	25,891	25,274

WATER CUSTOMERS

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

	March '58	March '57
Number billed -----	6,093	6,285
Amount billed -----	\$ 22,309	\$ 22,340

(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.)

	March '58	March '57
Total receipts -----	\$ 33,224	\$ 29,968

TELEPHONE SUBSCRIBERS

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

	Feb. '58	Feb. '57
Total stations -----	23,526	21,882
Gain over previous month -----	114	114

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	March '58	March '57
Total births -----	142	136
Total stillbirths -----	4	2
Total deaths -----	94	101

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

UNEMPLOYMENT CLAIMS

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

	March '58	March '57
New claims -----	475	389
Average weekly claims -----	1,478	1,025

THE SENTINEL CIRCULATION

	March '58	March '57
Average paid circulation -----	14,097	13,625