

# 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, Felton and Soquel; Farmers and Merchants National Bank.)

	Nov. '56	Nov. '55
Total Debits	\$25,173,697	\$22,857,839

## CITY BUILDING

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

	Nov. '56	Nov. '55
Total Valuation	\$373,032	\$274,478
New Residential	\$163,496	\$168,069
Number of New Residential	12	16
New Non-Residential	\$ 41,961	\$ 55,598

## COUNTY BUILDING

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

	Nov. '56	
Total Valuation	\$596,801	
New Residential	\$231,556	
Number of New Residential	26	
New Non-Residential	\$365,245	

(NOTE: County building records were started in March, 1956. Prior building statistics are unavailable.)

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Nov. '56	Nov. '55
Number in S. C. District	25,215	24,643

(NOTE: Includes domestic users only.)

## WATER CUSTOMERS

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

	Oct. '56	Oct. '55
Number Billed	5,858	5,815
Amount Billed	\$ 37,985	\$ 40,335

(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. '56	Nov. '55
Total Receipts	\$ 33,794	\$ 33,594

## TELEPHONE SUBSCRIBERS

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

	Oct. '56	Oct. '55
Total Stations	21,456	19,775
Gain over previous month	89	-26

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Nov. '56	Nov. '55
Total Births	135	108
Total Stillbirths	—	4
Total Deaths	80	71

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

## UNEMPLOYMENT CLAIMS

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

	Nov. '56	Nov. '55
New Claims	354	410
Average Weekly Claims	246	299

## THE SENTINEL CIRCULATION

	Nov. '56	Nov. '55
Average Paid Circulation	13,234	12,777