

The Sentinel Business Barometer

BANK CLEARINGS (Debits)

(Source: Bank of America, downtown 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.)

	Oct. '59	Oct. '58
Total Debits -----	\$35,715,318	\$31,636,572

CITY BUILDING

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

	Oct. '59	Oct. '58
Total Valuation -----	\$650,558	\$826,947
New Residential -----	\$426,586	\$606,228
Number New Residential -----	35	38
New Non-Residential -----	\$145,192	\$179,599

COUNTY BUILDING

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

	Oct. '59	Oct. '58
Total Valuation -----	\$1,193,217	\$700,963
New Residential -----	\$730,688	\$468,540
Number of New Residential -----	62	50
New Non-Residential -----	\$462,529	\$232,423

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Oct. '59	Oct. '58
Number in S. C. District -----	27,493	26,397

WATER CUSTOMERS

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

	Oct. '59	Oct. '58
Number Billed -----	6,168	5,992
Amount Billed -----	\$65,475	\$ 43,848

(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.)

	Oct. '59	Oct. '58
Total Receipts -----	\$ 39,896	\$ 41,031

TELEPHONE SUBSCRIBERS

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

	Sept. '59	Sept. '58
Total stations -----	26,936	24,831
Gain over previous month -----	125	-92

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Oct. '59	Oct. '58
Total births -----	128	104
Total stillbirths -----	0	5
Total deaths -----	79	85

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

UNEMPLOYMENT CLAIMS

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

	Oct. '59	Oct. '58
New claims -----	415	426
Average weekly claims -----	255	400

THE SENTINEL CIRCULATION

	Oct. '59	Oct. '58
Average paid circulation -----	14,770	14,282