

# 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 and Soquel; Farmers and Merchants National Bank.)

|                    | June '57        | June '56        |
|--------------------|-----------------|-----------------|
| Total debits ..... | \$23,709,076.85 | \$22,335,347.00 |

## CITY BUILDING

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

|                                 | June '57  | June '56  |
|---------------------------------|-----------|-----------|
| Total valuation .....           | \$355,191 | \$362,158 |
| New residential .....           | \$134,713 | \$134,889 |
| Number of new residential ..... | 8         | 11        |
| New non-residential .....       | \$179,291 | \$165,533 |

## COUNTY BUILDING

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

|                                 | June '57  | June '56  |
|---------------------------------|-----------|-----------|
| Total valuation .....           | \$499,349 | \$447,888 |
| New residential .....           | \$310,394 | \$301,984 |
| Number of new residential ..... | 36        | 35        |
| New non-residential .....       | \$188,955 | \$145,904 |

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

|                                | June '57 | June '56 |
|--------------------------------|----------|----------|
| Number in S. C. district ..... | 25,607   | 24,957   |

## WATER CUSTOMERS

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

|                     | June '57  | June '56  |
|---------------------|-----------|-----------|
| Number billed ..... | 5,793     | 5,283     |
| Amount billed ..... | \$ 27,902 | \$ 33,593 |

(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.)

|                      | June '57  | June '56  |
|----------------------|-----------|-----------|
| Total receipts ..... | \$ 31,920 | \$ 31,691 |

## TELEPHONE SUBSCRIBERS

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

|                                | May '57 | May '56 |
|--------------------------------|---------|---------|
| Total stations .....           | 22,382  | 20,731  |
| Gain over previous month ..... | 141     | 233     |

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

|                         | June '57 | June '56 |
|-------------------------|----------|----------|
| Total births .....      | 128      | 129      |
| Total stillbirths ..... | 4        | 1        |
| Total deaths .....      | 75       | 76       |

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

## UNEMPLOYMENT CLAIMS

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

|                             | June '57 | June '56 |
|-----------------------------|----------|----------|
| New claims .....            | 312      | 181      |
| Average weekly claims ..... | 806      | 265      |

## THE SENTINEL CIRCULATION

|                                | June '57 | June '56 |
|--------------------------------|----------|----------|
| Average paid circulation ..... | 13,698   | 12,929   |