

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.)

	Sept. '57	Sept. '56
Total debits -----	\$27,288,935	\$23,125,798

CITY BUILDING

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

	Sept. '57	Sept. '56
Total valuation -----	\$430,960	\$339,574
New residential -----	\$158,112	\$182,180
Number of new residential -----	8	12
New non-residential -----	\$206,124	\$ 79,660

COUNTY BUILDING

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

	Sept. '57	Sept. '56
Total valuation -----	\$484,585	\$358,601
New residential -----	\$266,340	\$175,570
Number of new residential -----	32	20
New non-residential -----	\$218,245	\$183,031

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Sept. '57	Sept. '56
Number in S. C. district -----	25,896	25,262

WATER CUSTOMERS

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

	Sept. '57	Sept. '56
Number billed -----	6,515	6,392
Amount billed -----	\$ 51,490	\$ 49,716

(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.)

	Sept. '57	Sept. '56
Total receipts -----	\$ 29,030	\$ 29,272

TELEPHONE SUBSCRIBERS

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

	Aug. '57	Aug. '56
Total stations -----	23,028	21,269
Gain over previous month -----	245	98

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Sept. '57	Sept. '56
Total births -----	125	120
Total stillbirths -----	2	0
Total deaths -----	52	75

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

UNEMPLOYMENT CLAIMS

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

	Sept. '57	Sept. '56
New claims -----	176	113
Average weekly claims -----	266	97

THE SENTINEL CIRCULATION

	Sept. '57	Sept. '56
Average paid circulation -----	13,944	13,257